WEBTRENDS

Children's Environmental Health Centers (CEHCs) Monthly Statistics

Web Log Analysis Monthly Report August 2008

Report Range:08/01/2008 00:00:00 – 08/31/2008 23:59:59

Table of Contents

Table of Contents

Table of Contents

Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

Visits Trend

Visit Summary

Visits	7,090
Average per Day	228
Average Visit Length	00:50:22
Median Visit Length	00:08:02
International Visits	5.49%
Visits of Unknown Origin	32.09%
Visits from Your Country: United States (US)	62.43%

Page Views Trend
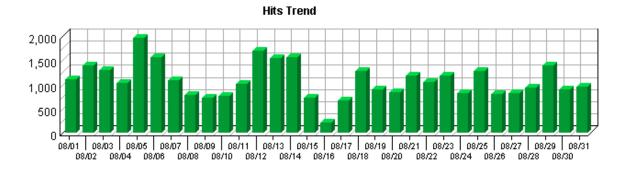
Page View Summary

Page Views	19,063
Average per Day	614
Average Page Views per Visit	2.69

Visitors Trend

Visitor Summary

Unique Visitors	3,335
Visitors Who Visited Once	2,838
Visitors Who Visited More Than Once	497
Average Visits per Visitor	2.13

Hits Trend
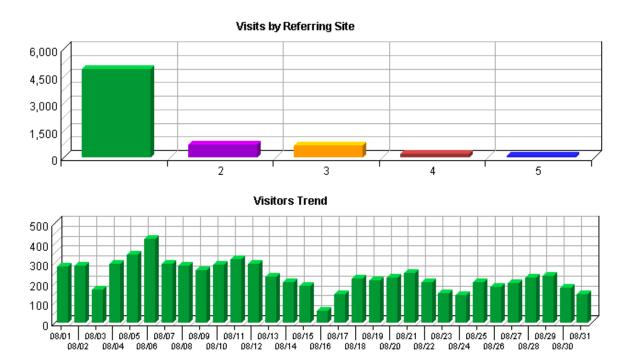
Hit Summary

Successful Hits for Entire Site	33,447
Average Hits per Day	1,078
Home Page Hits	944

Marketing Dashboard
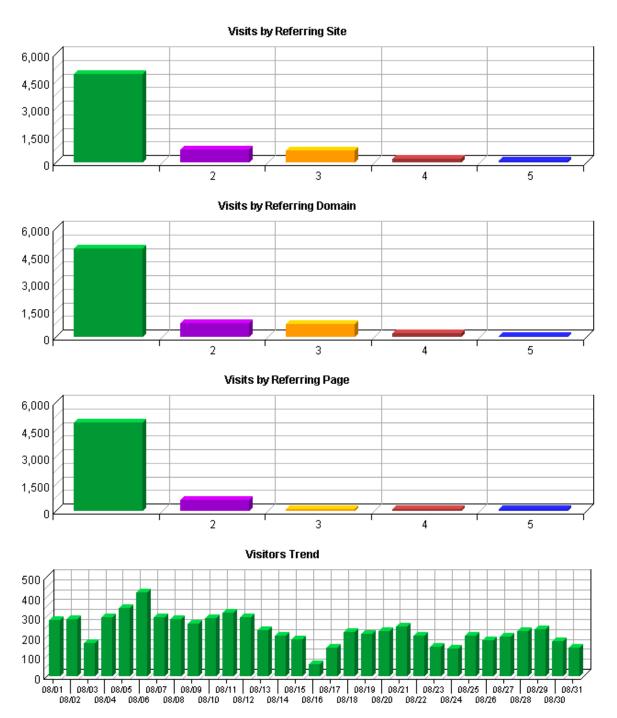
This dashboard summarizes important information related to online marketing activity.

Visits by Referring Site

Visitors Trend

Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

Visits by Referring Site

Visits by Referring Domain

Visits by Referring Page

Visitors Trend

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

Visits by Referring Site

Activity by Referring Site

	Site	Visits	%
1.	No Referrer	4,875	68.76%
2.	http://es.epa.gov/	714	10.07%
3.	http://www.google.com/	636	8.97%
4.	http://search.yahoo.com/	183	2.58%
5.	http://images.google.com/	91	1.28%
6.	http://search.live.com/	30	0.42%
7.	http://nlquery.epa.gov/	27	0.38%
8.	http://www.google.co.uk/	24	0.34%
9.	http://www.google.co.in/	22	0.31%
10.	http://usasearch.gov/	19	0.27%
11.	http://www.google.ca/	18	0.25%
12.	http://images.google.co.in/	17	0.24%
13.	http://cfpub.epa.gov/	15	0.21%
14.	http://search.msn.com/	14	0.20%
15.	http://aolsearch.aol.com/	10	0.14%
16.	http://www.google.com.mx/	10	0.14%
17.	http://www.google.com.au/	10	0.14%
18.	http://www.google.es/	10	0.14%
19.	http://www.epa.gov/	9	0.13%
20.	http://www.google.com.ar/	8	0.11%
	Subtotal	**6,742**	**95.09%**
	Other	**348**	**4.91%**
	Total	**7,090**	**100.00%**

Activity by Referring Site – Help Card

? **Referring Sites** – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––

♀ You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top−level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Visits by Referring Domain

Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	4,875	68.76%
2.	epa.gov	769	10.85%
3.	google.com	730	10.30%
4.	yahoo.com	207	2.92%
5.	google.co.in	39	0.55%
6.	live.com	32	0.45%
7.	google.co.uk	32	0.45%
8.	google.ca	23	0.32%
9.	usasearch.gov	19	0.27%
10.	google.com.au	18	0.25%
11.	aol.com	18	0.25%
12.	msn.com	15	0.21%
13.	google.co.th	14	0.20%
14.	google.com.mx	12	0.17%
15.	google.com.co	11	0.16%
16.	google.es	11	0.16%
17.	google.de	10	0.14%
18.	134.67.99.14	8	0.11%
19.	google.com.ar	8	0.11%
20.	google.com.ph	8	0.11%
	Subtotal	**6,859**	**96.74%**
	Other	**231**	**3.26%**
	Total	**7,090**	**100.00%**

? **Referring Domain** – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.
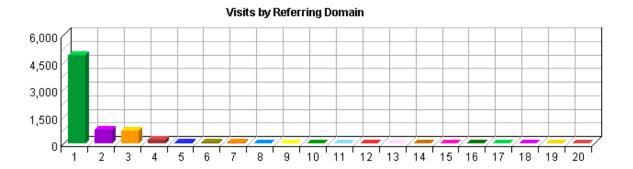
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––

♀ You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Visits by Referring Page

Activity by Referring Page

	Page	Visits	%
1.	No Referrer	4,875	68.76%
2.	http://www.google.com/search	616	8.69%
3.	http://search.yahoo.com/ search	122	1.72%
4.	http://es.epa.gov/ncer/ childrenscenters/autism.html	98	1.38%
5.	http://images.google.com/ imgres	89	1.26%
6.	http://es.epa.gov/ncer/ childrenscenters/pesticides.html	65	0.92%
7.	http://es.epa.gov/ncer/ childrenscenters/columbia.html	36	0.51%
8.	http://es.epa.gov/ncer/ childrenscenters/davis.html	34	0.48%
9.	http://search.live.com/ results.aspx	30	0.42%
10.	http://nlquery.epa.gov/ epasearch/epasearch	27	0.38%
11.	http://www.google.co.uk/ search	24	0.34%
12.	http://es.epa.gov/ncer/ childrenscenters/	21	0.30%
13.	http://es.epa.gov/ncer/ childrenscenters/washington.html	21	0.30%
14.	http://es.epa.gov/ncer/ childrenscenters/usc.html	20	0.28%
15.	http://www.google.co.in/ search	20	0.28%
16.	http://es.epa.gov/ncer/ childrenscenters/berkeley.html	19	0.27%
17.	http://es.epa.gov/ncer/	19	0.27%
18.	http://es.epa.gov/ncer/ childrenscenters/asthma.html	19	0.27%
19.	http://usasearch.gov/search	19	0.27%

20.	http://www.google.ca/search	18	0.25%
	Subtotal	**6,192**	**87.33%**
	Other	**898**	**12.67%**
	Total	**7,090**	**100.00%**

Activity by Referring Page – Help Card

? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.
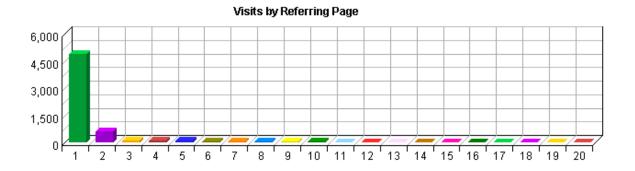
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

——
♀ You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

Activity by Search Engine

Visitors Trend

Activity by Search Phrase

Activity by Search Keyword

Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.

Activity by Search Engine

	Engines	Referrals	%
1.	google	1,158	71.22%
2.	yahoo	257	15.81%
3.	google uk	49	3.01%
4.	google canada	34	2.09%
5.	google australia	27	1.66%
6.	msn	25	1.54%
7.	aol netfind	14	0.86%
8.	google germany	12	0.74%
9.	yahoo canada	7	0.43%
10.	yahoo uk &ireland	7	0.43%
11.	google france	6	0.37%
12.	yahoo japan	6	0.37%
13.	google italy	4	0.25%
14.	yahoo spain	4	0.25%
15.	yahoo india	2	0.12%
16.	yandex	2	0.12%
17.	altavista	2	0.12%
18.	yahoo singapore	2	0.12%
19.	yahoo taiwan	2	0.12%
20.	cnet search.com	1	0.06%
	Subtotal	**1,621**	**99.69%**
	Total	**1,626**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	roach baits safe pregnancy	15	0.92%
	naepp warning signs of an asthma episode	14	0.86%
	duke university logo	12	0.74%
	california davis	9	0.55%
	team work	7	0.43%
	pregnant logo	6	0.37%
	assessing child with autism 5–6 years old	5	0.31%
	como se previene el asma	4	0.25%
	lead poisoning	4	0.25%
	uc davis map	4	0.25%
	health continuum	3	0.18%
	pesticides	3	0.18%
	you are what you eat	3	0.18%
	university of harvard	3	0.18%
	http://es.epa.gov/ncer/childrenscenters/newjersey.html	3	0.18%
	project overview	3	0.18%
	synagro detroit	3	0.18%
	abstract in correlational research	3	0.18%
	pesticides effects	3	0.18%
	plan of children development center	3	0.18%
2. yahoo	recurrent upper respiratory with anti oxidant	4	0.25%
	neurodevelopmental disorders	3	0.18%
	children's centers east bay	2	0.12%
	abstract of correlational research	2	0.12%
	university of washington child development center	2	0.12%
	research on autism mt sinai hospital ny	2	0.12%
	health promotion model theory	2	0.12%
	long term studies on children's health and the environment	2	0.12%
	pesticides and children	2	0.12%
	environmental theories of health	2	0.12%
	health and cognitive development of children/research article	2	0.12%
	children exposed to marijuana	2	0.12%
	effects of environmental smoke	2	0.12%
	health promotion theories and models	2	0.12%
	cindy roegge duke	2	0.12%
	occupational respiratory disorders	2	0.12%
	epa autism	1	0.06%
	hbm in occupational health and safety	1	0.06%

	neurotoxicology methods ppt	1	0.06%
	cincinnati childrens hospital medical center abbreviations	1	0.06%
3. google uk	what can prevent traffic pollution affecting asthma	2	0.12%
	community−intervention	2	0.12%
	asthma air pollution pm2.5	2	0.12%
	epa approved home lead sampling kits	2	0.12%
	what happens when the lungs only inhale 60 per cent air	1	0.06%
	meconium analysis study 2006	1	0.06%
	fishing licensing usepa	1	0.06%
	relationships between environmental health and community development	1	0.06%
	good responses to sodium valproate in autistic children	1	0.06%
	autism	1	0.06%
	home lead sampling vides from university of cincinnati	1	0.06%
	why is it that internists do not follow guidelines for preventing intravascular catheter infections	1	0.06%
	rodent infestation in rental property	1	0.06%
	defined functions of children centres	1	0.06%
	repiratory diagram	1	0.06%
	recent publications furlong pon polymorphisms	1	0.06%
	do fillings harm your baby	1	0.06%
	children environment questions	1	0.06%
	publications list	1	0.06%
	health and safety rights in building leaking roofs	1	0.06%
4. google canada	cincinnati	2	0.12%
	detoxification from pesticide exposure	1	0.06%
	selecting project diagram picture	1	0.06%
	basic research	1	0.06%
	purchase kids and chemicals bill moyer	1	0.06%
	heavy metal mining health risks	1	0.06%
	national academy of sciences has issued recommendation to move away from single−chemical assessments	1	0.06%
	pest control for mice is it safe when you are pregnant?	1	0.06%
	12 ugly truths behind the myth of cosmetics safety	1	0.06%
	paraoxonase human brain	1	0.06%
	california university clothes	1	0.06%
	this document addresses only risks to human health from multichemical exposures	1	0.06%
	engel mount sinai toronto obstetrician	1	0.06%
	underground railroad detroit river rail tunnel	1	0.06%
	abandoned homes mold rats	1	0.06%
	calendar with children	1	0.06%
	toronto blood type secretor test	1	0.06%

	columbia environmental health children autism	1	0.06%
	pet safe exterminate mice	1	0.06%
	environmental health perspective 2002 jacobson	1	0.06%
5. google australia	prevention of pcbs	2	0.12%
	team work	2	0.12%
	environmental questions for kids	1	0.06%
	the reproductive system video for children	1	0.06%
	cognitive development diagrams	1	0.06%
	allergy and virus induced pathways of asthma	1	0.06%
	autistic school cleaning chemicals research	1	0.06%
	how not to mix pesticides	1	0.06%
	cherednichenko university of california	1	0.06%
	white blood cell for kids	1	0.06%
	can sodium valproate improve learning in children with autism	1	0.06%
	video on pollution for children	1	0.06%
	priorities for giving information to children with asthma	1	0.06%
	john hopkins centres	1	0.06%
	providing resources for children allow	1	0.06%
	animal respiration overview	1	0.06%
	air pollutioin and asthma and video	1	0.06%
	simulation snp effects	1	0.06%
	neurodevelopment disorder	1	0.06%
	effects of chlordane	1	0.06%
6. msn	cincinnati childrens play centers	2	0.12%
	lead risk assessment video	2	0.12%
	child neuro/developmental health in new jersey	1	0.06%
	neurodevelopmental development in children	1	0.06%
	neurobehavior studies nj	1	0.06%
	pesticide and children	1	0.06%
	columbia center for childrens environmental health	1	0.06%
	children attendance signs	1	0.06%
	pesticides	1	0.06%
	pesticide effects in toddlers	1	0.06%
	pesticides and children	1	0.06%
	autistic disorders in children	1	0.06%
	gcms analysis of enterolactone	1	0.06%
	basic information about the child	1	0.06%
	roaches children health	1	0.06%
	roaches and childrens	1	0.06%
	obese children centers disease control	1	0.06%
	abstract carpet	1	0.06%
	breath of air	1	0.06%

	behaviorial research centers in illinois	1	0.06%
7. aol netfind	effect of heavy metal in children	2	0.12%
	sickle cell anemia and the nile river and environmental adaptation	1	0.06%
	autistic features and high arsenic levels	1	0.06%
	autism treatment programs neurodevelopment	1	0.06%
	michigan hud and cockroaches	1	0.06%
	asthma southern california	1	0.06%
	ahna blutreich	1	0.06%
	autism lipids university	1	0.06%
	section assistance in detroit, mi	1	0.06%
	cockroach research johns hopkins	1	0.06%
	population of university of illinois	1	0.06%
	of m/ research on roaches	1	0.06%
	roaches	1	0.06%
8. google germany	dasibi 1008–pc manual	2	0.12%
	harvard abstracts	1	0.06%
	epa.gov chs health study	1	0.06%
	asthma alternaria	1	0.06%
	organophosphate	1	0.06%
	traffic air pollution and asthma	1	0.06%
	e.t.s.columbien	1	0.06%
	dorsolateral prefrontal cortex	1	0.06%
	dey ipratrop	1	0.06%
	phthalate exposure	1	0.06%
	13 annual conference of the international society bradman factors predicting organophosphate pesticide exposures to infants	1	0.06%
9. yahoo canada	cookson–type reagent ptad, vitamin	1	0.06%
	olanzapine and children	1	0.06%
	respir actin b–12	1	0.06%
	smoking in utero	1	0.06%
	low potassium airway	1	0.06%
	cookson–type reagent	1	0.06%
	health promotion theories	1	0.06%
10. yahoo uk &ireland	health promotion theories	2	0.12%
	environmental geochemistry and acute diseas	1	0.06%
	environmental factors autism	1	0.06%
	research protocol neurodevelopmental	1	0.06%
	key factors and influences on children's health and safety	1	0.06%
	children and autism and other disorderes linked	1	0.06%
11. google france	university of duke	1	0.06%
	effect of prolonged acetylcholinesterase inhibition of postnatal brain development in rabbit;level of serotonin in different brain region	1	0.06%

	philip landrigan mount sinai	1	0.06%
	pesticides	1	0.06%
	children ethanol brain postnatal	1	0.06%
	thp1 macrophage pma lps	1	0.06%
12. yahoo japan	nf reporter assay copies	1	0.06%
	cpg oligodeoxynucleotides	1	0.06%
	survival data and diagnostic marker	1	0.06%
	redox factor	1	0.06%
	rhinovirus, detect,	1	0.06%
	noroviruses bind to human abo, lewis, and secretor histo–blood group antigens	1	0.06%
13. google italy	mitochondrial function and auditory sensitivity in autism	1	0.06%
	center for children's environmental health research	1	0.06%
	lactobacillus infantis	1	0.06%
	what is cholinesterase	1	0.06%
14. yahoo spain	epa.gov	3	0.18%
	www.epa.gov	1	0.06%
15. yahoo india	environmental health relatad to children	1	0.06%
	health of women and children and the environment	1	0.06%
16. yandex	cytokines, cor pulmonale	1	0.06%
	nikon 700d	1	0.06%
17. altavista	air pollution pdf in usa with references	1	0.06%
	children med	1	0.06%
18. yahoo singapore	krishna, s.h. developments and trends in enzyme catalysis in nonconventional media. biotechnol. adv. 2002, 20:239–267	1	0.06%
	center for the study of autism	1	0.06%
19. yahoo taiwan	eosinophils asthma blood genotype smoking	1	0.06%
	nf–Îºb apoptosis	1	0.06%
20. cnet search.com	michigan housing laws cockroaches	1	0.06%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	of	163	10.02%
	in	123	7.56%
	health	114	7.01%
	children	107	6.58%
	for	84	5.17%
	environmental	80	4.92%
	asthma	78	4.80%
	autism	77	4.74%

	university	74	4.55%
	center	66	4.06%
	the	57	3.51%
	children's	52	3.20%
	research	48	2.95%
	epa	48	2.95%
	detroit	39	2.40%
	to	39	2.40%
	on	37	2.28%
	california	36	2.21%
	sinai	32	1.97%
	pesticides	30	1.85%
2. yahoo	of	64	3.94%
	children	48	2.95%
	health	38	2.34%
	in	35	2.15%
	environmental	27	1.66%
	autism	25	1.54%
	research	24	1.48%
	on	22	1.35%
	the	16	0.98%
	to	16	0.98%
	with	14	0.86%
	pesticides	13	0.80%
	effects	11	0.68%
	theories	11	0.68%
	for	11	0.68%
	center	10	0.62%
	abstract	10	0.62%
	disorders	9	0.55%
	development	9	0.55%
	dust	9	0.55%
3. google uk	asthma	7	0.43%
	children	5	0.31%
	pollution	5	0.31%
	in	5	0.31%
	lead	4	0.25%
	autism	4	0.25%
	for	4	0.25%
	air	4	0.25%
	university	3	0.18%
	of	3	0.18%

	sampling	3	0.18%
	home	3	0.18%
	to	3	0.18%
	what	3	0.18%
	traffic	3	0.18%
	kits	2	0.12%
	approved	2	0.12%
	how	2	0.12%
	that	2	0.12%
	is	2	0.12%
4. google canada	of	7	0.43%
	environmental	4	0.25%
	the	4	0.25%
	health	4	0.25%
	mice	3	0.18%
	from	3	0.18%
	university	3	0.18%
	to	3	0.18%
	children	3	0.18%
	human	2	0.12%
	autism	2	0.12%
	risks	2	0.12%
	are	2	0.12%
	exterminate	2	0.12%
	california	2	0.12%
	in	2	0.12%
	safe	2	0.12%
	cincinnati	2	0.12%
	for	2	0.12%
	how	2	0.12%
5. google australia	for	6	0.37%
	children	5	0.31%
	of	5	0.31%
	video	3	0.18%
	asthma	3	0.18%
	kids	2	0.12%
	effects	2	0.12%
	prevention	2	0.12%
	with	2	0.12%
	pcbs	2	0.12%
	work	2	0.12%
	environmental	2	0.12%

	health	2	0.12%
	research	2	0.12%
	team	2	0.12%
	to	2	0.12%
	air	1	0.06%
	can	1	0.06%
	allow	1	0.06%
	pneumonitis	1	0.06%
6. msn	children	7	0.43%
	in	5	0.31%
	centers	4	0.25%
	childrens	4	0.25%
	assessment	4	0.25%
	health	3	0.18%
	asthma	3	0.18%
	video	2	0.12%
	roaches	2	0.12%
	child	2	0.12%
	pesticide	2	0.12%
	play	2	0.12%
	risk	2	0.12%
	pesticides	2	0.12%
	therapy	2	0.12%
	lead	2	0.12%
	cincinnati	2	0.12%
	of	2	0.12%
	jersey	1	0.06%
	center	1	0.06%
7. aol netfind	of	5	0.31%
	in	3	0.18%
	research	2	0.12%
	roaches	2	0.12%
	heavy	2	0.12%
	children	2	0.12%
	autism	2	0.12%
	effect	2	0.12%
	university	2	0.12%
	metal	2	0.12%
	michigan	1	0.06%
	illinois	1	0.06%
	lipids	1	0.06%
	neurodevelopment	1	0.06%

		high	1	0.06%
		the	1	0.06%
		ahna	1	0.06%
		southern	1	0.06%
		johns	1	0.06%
		cell	1	0.06%
8.	google germany	dasibi	2	0.12%
		1008–pc	2	0.12%
		organophosphate	2	0.12%
		asthma	2	0.12%
		manual	2	0.12%
		pollution	1	0.06%
		study	1	0.06%
		alternaria	1	0.06%
		international	1	0.06%
		cortex	1	0.06%
		dey	1	0.06%
		the	1	0.06%
		ipratrop	1	0.06%
		phthalate	1	0.06%
		harvard	1	0.06%
		pesticide	1	0.06%
		of	1	0.06%
		infants	1	0.06%
		e.t.s.columbien	1	0.06%
		bradman	1	0.06%
9.	yahoo canada	cookson–type	2	0.12%
		reagent	2	0.12%
		children	1	0.06%
		low	1	0.06%
		in	1	0.06%
		promotion	1	0.06%
		smoking	1	0.06%
		utero	1	0.06%
		b–12	1	0.06%
		olanzapine	1	0.06%
		respir	1	0.06%
		airway	1	0.06%
		ptad,	1	0.06%
		vitamin	1	0.06%
		theories	1	0.06%
		potassium	1	0.06%

		actin	1	0.06%
		health	1	0.06%
10.	yahoo uk &ireland	health	3	0.18%
		theories	2	0.12%
		promotion	2	0.12%
		environmental	2	0.12%
		autism	2	0.12%
		factors	2	0.12%
		disorderes	1	0.06%
		geochemistry	1	0.06%
		influences	1	0.06%
		research	1	0.06%
		linked	1	0.06%
		neurodevelopmental	1	0.06%
		on	1	0.06%
		safety	1	0.06%
		other	1	0.06%
		children's	1	0.06%
		diseas	1	0.06%
		acute	1	0.06%
		key	1	0.06%
		protocol	1	0.06%
11.	google france	of	4	0.25%
		brain	3	0.18%
		postnatal	2	0.12%
		in	2	0.12%
		pesticides	1	0.06%
		effect	1	0.06%
		philip	1	0.06%
		mount	1	0.06%
		macrophage	1	0.06%
		lps	1	0.06%
		inhibition	1	0.06%
		children	1	0.06%
		landrigan	1	0.06%
		university	1	0.06%
		ethanol	1	0.06%
		sinai	1	0.06%
		acetylcholinesterase	1	0.06%
		pma	1	0.06%
		serotonin	1	0.06%
		region	1	0.06%

12. yahoo japan	data	1	0.06%	
	group	1	0.06%	
	rhinovirus,	1	0.06%	
	oligodeoxynucleotides	1	0.06%	
	lewis,	1	0.06%	
	bind	1	0.06%	
	antigens	1	0.06%	
	to	1	0.06%	
	secretor	1	0.06%	
	marker	1	0.06%	
	detect,	1	0.06%	
	assay	1	0.06%	
	histo−blood	1	0.06%	
	reporter	1	0.06%	
	human	1	0.06%	
	redox	1	0.06%	
	survival	1	0.06%	
	factor	1	0.06%	
	abo,	1	0.06%	
	copies	1	0.06%	
13. google italy	sensitivity	1	0.06%	
	infantis	1	0.06%	
	autism	1	0.06%	
	function	1	0.06%	
	auditory	1	0.06%	
	mitochondrial	1	0.06%	
	research	1	0.06%	
	center	1	0.06%	
	cholinesterase	1	0.06%	
	is	1	0.06%	
	environmental	1	0.06%	
	children's	1	0.06%	
	lactobacillus	1	0.06%	
	for	1	0.06%	
	in	1	0.06%	
	health	1	0.06%	
	what	1	0.06%	
14. yahoo spain	epa.gov	3	0.18%	
	www.epa.gov	1	0.06%	
15. yahoo india	children	2	0.12%	
	health	2	0.12%	
	the	1	0.06%	

		relatad	1	0.06%
		of	1	0.06%
		environment	1	0.06%
		environmental	1	0.06%
		to	1	0.06%
		women	1	0.06%
16.	yandex	700d	1	0.06%
		cytokines,	1	0.06%
		cor	1	0.06%
		pulmonale	1	0.06%
		nikon	1	0.06%
17.	altavista	pollution	1	0.06%
		med	1	0.06%
		pdf	1	0.06%
		with	1	0.06%
		in	1	0.06%
		references	1	0.06%
		usa	1	0.06%
		air	1	0.06%
		children	1	0.06%
18.	yahoo singapore	in	2	0.12%
		developments	1	0.06%
		of	1	0.06%
		the	1	0.06%
		s.h.	1	0.06%
		2002,	1	0.06%
		trends	1	0.06%
		study	1	0.06%
		enzyme	1	0.06%
		catalysis	1	0.06%
		for	1	0.06%
		nonconventional	1	0.06%
		adv.	1	0.06%
		20:239–267	1	0.06%
		biotechnol.	1	0.06%
		media.	1	0.06%
		krishna,	1	0.06%
		autism	1	0.06%
		center	1	0.06%
19.	yahoo taiwan	asthma	1	0.06%
		apoptosis	1	0.06%
		blood	1	0.06%

		smoking	1	0.06%
		genotype	1	0.06%
		eosinophils	1	0.06%
		nf–Îºb	1	0.06%
20.	cnet search.com	cockroaches	1	0.06%
		laws	1	0.06%
		housing	1	0.06%
		michigan	1	0.06%

Activity by Search Engine – Help Card

? **Top Search Engines Table**

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.
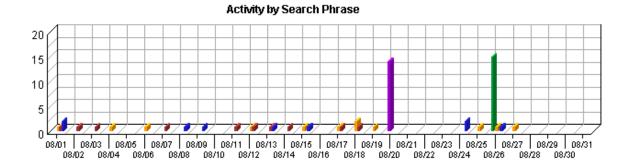
This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.

Activity by Search Phrase

	Phrases	Referrals	%
1.	roach baits safe pregnancy	15	0.92%
2.	naepp warning signs of an asthma episode	14	0.86%
3.	duke university logo	12	0.74%
4.	california davis	10	0.62%
5.	team work	9	0.55%
6.	pregnant logo	6	0.37%
7.	neurodevelopmental disorders	6	0.37%
8.	pesticides	5	0.31%
9.	assessing child with autism 5–6 years old	5	0.31%
10.	health promotion theories	4	0.25%
11.	uc davis map	4	0.25%
12.	como se previene el asma	4	0.25%
13.	cincinnati	4	0.25%
14.	recurrent upper respiratory with anti oxidant	4	0.25%
15.	lead poisoning	4	0.25%
16.	health continuum	3	0.18%
17.	university of harvard	3	0.18%
18.	duke university map	3	0.18%
19.	neurodevelopmental disorders in children	3	0.18%
20.	you are what you eat	3	0.18%
	Subtotal	**121**	**7.44%**

		1,626	100.00%
Total			

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. roach baits safe pregnancy	google	15	0.92%
2. naepp warning signs of an asthma episode	google	14	0.86%
3. duke university logo	google	12	0.74%
4. california davis	google	9	0.55%
	google canada	1	0.06%
5. team work	google	7	0.43%
	google australia	2	0.12%
6. pregnant logo	google	6	0.37%
7. neurodevelopmental disorders	yahoo	3	0.18%
	google	2	0.12%
	google australia	1	0.06%
8. pesticides	google	3	0.18%
	google france	1	0.06%
	msn	1	0.06%
9. assessing child with autism 5–6 years old	google	5	0.31%
10. health promotion theories	yahoo uk &ireland	2	0.12%
	yahoo	1	0.06%
	yahoo canada	1	0.06%
11. uc davis map	google	4	0.25%
12. como se previene el asma	google	4	0.25%
13. cincinnati	google canada	2	0.12%
	google	2	0.12%
14. recurrent upper respiratory with anti oxidant	yahoo	4	0.25%
15. lead poisoning	google	4	0.25%
16. health continuum	google	3	0.18%
17. university of harvard	google	3	0.18%
18. duke university map	google	2	0.12%
	google uk	1	0.06%
19. neurodevelopmental disorders in children	google uk	1	0.06%
	google	1	0.06%
	yahoo	1	0.06%
20. you are what you eat	google	3	0.18%

	Activity by Search Phrase – Help Card

? **Top Search Phrases Table**

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

––

♀ How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.

Activity by Search Keyword

	Keywords	Referrals	%
1.	of	256	3.52%
2.	children	183	2.51%
3.	in	182	2.50%
4.	health	171	2.35%
5.	environmental	120	1.65%
6.	autism	115	1.58%
7.	for	110	1.51%
8.	asthma	104	1.43%
9.	university	90	1.24%
10.	the	84	1.15%
11.	research	83	1.14%
12.	center	80	1.10%
13.	to	66	0.91%
14.	on	64	0.88%
15.	children's	63	0.87%
16.	epa	57	0.78%
17.	pesticides	48	0.66%
18.	california	42	0.58%
19.	detroit	41	0.56%
20.	with	39	0.54%
	Subtotal	**1,998**	**27.45%**
	Total	**7,278**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. of	google	163	2.24%
	yahoo	64	0.88%
	google canada	7	0.10%
	google australia	5	0.07%
	aol netfind	5	0.07%
	google france	4	0.05%
	google uk	3	0.04%
	msn	2	0.03%
	google germany	1	0.01%
	yahoo india	1	0.01%
	yahoo singapore	1	0.01%
2. children	google	107	1.47%
	yahoo	48	0.66%
	msn	7	0.10%
	google australia	5	0.07%
	google uk	5	0.07%
	google canada	3	0.04%
	yahoo india	2	0.03%
	aol netfind	2	0.03%
	altavista	1	0.01%
	yahoo canada	1	0.01%
	google france	1	0.01%
	yahoo uk &ireland	1	0.01%
3. in	google	123	1.69%
	yahoo	35	0.48%
	msn	5	0.07%
	google uk	5	0.07%
	aol netfind	3	0.04%
	google canada	2	0.03%
	yahoo singapore	2	0.03%
	google france	2	0.03%
	google italy	1	0.01%
	yahoo australia &nz	1	0.01%
	yahoo canada	1	0.01%
	google australia	1	0.01%
	altavista	1	0.01%
4. health	google	114	1.57%
	yahoo	38	0.52%
	google canada	4	0.05%

	yahoo uk &ireland	3	0.04%
	msn	3	0.04%
	yahoo india	2	0.03%
	google uk	2	0.03%
	google australia	2	0.03%
	google italy	1	0.01%
	google germany	1	0.01%
	yahoo canada	1	0.01%
5. environmental	google	80	1.10%
	yahoo	27	0.37%
	google canada	4	0.05%
	yahoo uk &ireland	2	0.03%
	google australia	2	0.03%
	msn	1	0.01%
	google uk	1	0.01%
	google italy	1	0.01%
	aol netfind	1	0.01%
	yahoo india	1	0.01%
6. autism	google	77	1.06%
	yahoo	25	0.34%
	google uk	4	0.05%
	aol netfind	2	0.03%
	google canada	2	0.03%
	yahoo uk &ireland	2	0.03%
	google italy	1	0.01%
	yahoo singapore	1	0.01%
	google australia	1	0.01%
7. for	google	84	1.15%
	yahoo	11	0.15%
	google australia	6	0.08%
	google uk	4	0.05%
	google canada	2	0.03%
	google italy	1	0.01%
	msn	1	0.01%
	yahoo singapore	1	0.01%
8. asthma	google	78	1.07%
	yahoo	9	0.12%
	google uk	7	0.10%
	msn	3	0.04%
	google australia	3	0.04%
	google germany	2	0.03%
	aol netfind	1	0.01%

		yahoo taiwan	1	0.01%
9.	university	google	74	1.02%
		yahoo	6	0.08%
		google canada	3	0.04%
		google uk	3	0.04%
		aol netfind	2	0.03%
		google france	1	0.01%
		google australia	1	0.01%
10.	the	google	57	0.78%
		yahoo	16	0.22%
		google canada	4	0.05%
		yahoo india	1	0.01%
		google australia	1	0.01%
		msn	1	0.01%
		aol netfind	1	0.01%
		google germany	1	0.01%
		google uk	1	0.01%
		yahoo singapore	1	0.01%
11.	research	google	48	0.66%
		yahoo	24	0.33%
		aol netfind	2	0.03%
		google canada	2	0.03%
		google uk	2	0.03%
		google australia	2	0.03%
		google italy	1	0.01%
		msn	1	0.01%
		yahoo uk &ireland	1	0.01%
12.	center	google	66	0.91%
		yahoo	10	0.14%
		google italy	1	0.01%
		google canada	1	0.01%
		msn	1	0.01%
		yahoo singapore	1	0.01%
13.	to	google	39	0.54%
		yahoo	16	0.22%
		google canada	3	0.04%
		google uk	3	0.04%
		google australia	2	0.03%
		yahoo india	1	0.01%
		google germany	1	0.01%
		yahoo japan	1	0.01%
14.	on	google	37	0.51%

		yahoo	22	0.30%
		google uk	1	0.01%
		google australia	1	0.01%
		aol netfind	1	0.01%
		yahoo uk &ireland	1	0.01%
		google canada	1	0.01%
15.	children's	google	52	0.71%
		yahoo	8	0.11%
		google italy	1	0.01%
		yahoo uk &ireland	1	0.01%
		google uk	1	0.01%
16.	epa	google	48	0.66%
		yahoo	4	0.05%
		google uk	2	0.03%
		msn	1	0.01%
		google japan	1	0.01%
		google australia	1	0.01%
17.	pesticides	google	30	0.41%
		yahoo	13	0.18%
		msn	2	0.03%
		google australia	1	0.01%
		google uk	1	0.01%
		google france	1	0.01%
18.	california	google	36	0.49%
		yahoo	2	0.03%
		google canada	2	0.03%
		google australia	1	0.01%
		aol netfind	1	0.01%
19.	detroit	google	39	0.54%
		yahoo	1	0.01%
		google canada	1	0.01%
20.	with	google	21	0.29%
		yahoo	14	0.19%
		google australia	2	0.03%
		altavista	1	0.01%
		google canada	1	0.01%

Activity by Search Keyword – Help Card

? **Top Search Keywords Table**

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.

––

♀ At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard
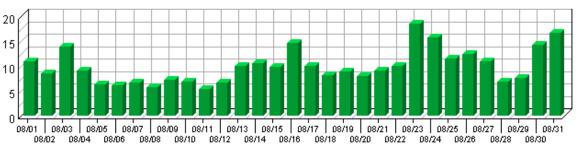
This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.
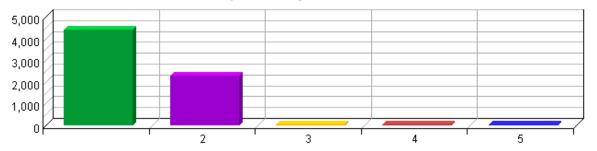
Visit Summary

Visits	7,090
Average per Day	228
Average Visit Length	00:50:22
Median Visit Length	00:08:02
International Visits	5.49%
Visits of Unknown Origin	32.09%
Visits from Your Country: United States (US)	62.43%
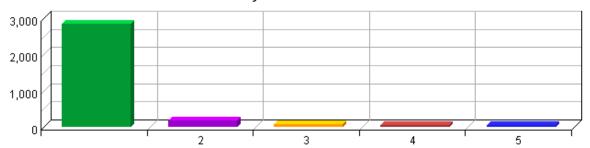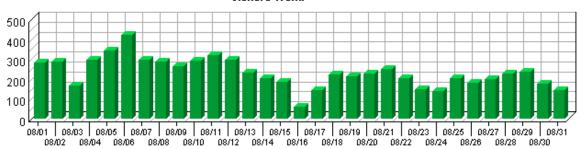
Visitors by Number of Visits

Visitors Trend
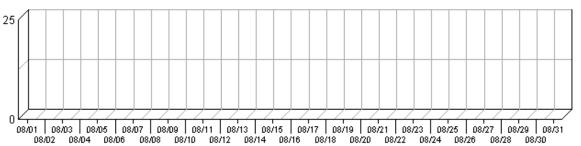
Visitor Summary
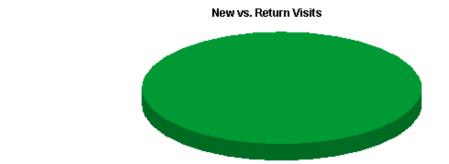
Unique Visitors	3,335
Visitors Who Visited Once	2,838
Visitors Who Visited More Than Once	497
Average Visits per Visitor	2.13

Visitor Minutes Trend

First Time Visitors Trend

New vs. Return Visits
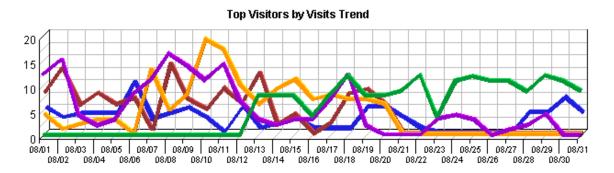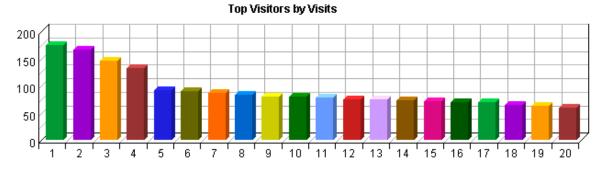
Top Visitors by Visits

Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.

Top Visitors by Visits Trend

Top Visitors by Visits

Top Visitors

	Visitor	Visits	%	Hits
1.	crawl−66−249−72−37.googlebot. com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www. google.com/bot.html)	**175**	**2.47%**	2,256
2.	66.231.188.52_Gigabot/3.0 (http://www.gigablast.com/spider. html)	**166**	**2.34%**	193
3.	67.195.37.166_Mozilla/5.0 (X11; U; Linux i686 (x86_64); en− US; rv:1.8.1.4) Gecko/20080721 BonEcho/2.0.0.4	**146**	**2.06%**	342
4.	67.195.37.166_Mozilla/5.0 (compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ ysearch/slurp)	**133**	**1.87%**	172
5.	msnbot−65−55−105−232.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**92**	**1.30%**	136
6.	msnbot−65−55−105−240.search. msn.com_msnbot/1.1 (+http://	**90**	**1.27%**	122

	search.msn.com/msnbot.htm)			
7.	msnbot−65−55−105−236.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**87**	**1.23%**	112
8.	msnbot−65−55−105−230.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**83**	**1.17%**	117
9.	msnbot−65−55−105−244.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**80**	**1.13%**	116
10.	msnbot−65−55−105−245.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**79**	**1.11%**	135
11.	msnbot−65−55−105−235.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**78**	**1.10%**	107
12.	65.214.45.122_Mozilla/5.0 (compatible; Ask Jeeves/Teoma; + http://about.ask.com/en/docs/ about/webmasters.shtml)	**74**	**1.04%**	411
13.	msnbot−65−55−105−242.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**74**	**1.04%**	101
14.	msnbot−65−55−105−239.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**73**	**1.03%**	108
15.	msnbot−65−55−105−234.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**71**	**1.00%**	107
16.	msnbot−65−55−105−241.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**70**	**0.99%**	107
17.	msnbot−65−55−105−243.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**70**	**0.99%**	135
18.	msnbot−65−55−105−237.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**64**	**0.90%**	107
19.	msnbot−65−55−105−238.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	**62**	**0.87%**	79
20.	llf520123.crawl.yahoo. net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/ help/us/ysearch/slurp)	**59**	**0.83%**	3,232
	Subtotal	**1,826**	**25.74%**	**8,195**
	Other	**5,269**	**74.26%**	**25,286**
	Total	**7,095**	**100.00%**	**33,481**

Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

––

Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.

New vs. Return Visits Trend

New vs. Return Visits

New vs. Return Visits

	Visitor Type	Visits	%
1.	Returning Visitors	7,095	100.00%
	Total	**7,095**	**100.00%**

New vs. Return Visits – Help Card

? **New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who fit into the specified visitor category.
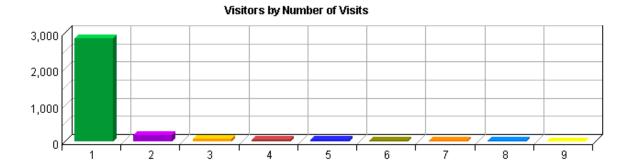
💡 By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	2,838	85.10%
2 visits	190	5.70%
3 visits	86	2.58%
4 visits	52	1.56%
5 visits	42	1.26%
6 visits	31	0.93%
7 visits	14	0.42%
8 visits	14	0.42%
9 visits	6	0.18%
Subtotal	**3,273**	**98.14%**
Other	**62**	**1.86%**
Total	**3,335**	**100.00%**

Visitors by Number of Visits – Help Card
❓ **Number of Visits** – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.
Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.
% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.
──
💡 This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

Visitor Minutes Trend

Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
08/01	281	165	0	00:10:53	3,059.13
08/02	286	189	0	00:08:30	2,434.97
08/03	166	112	0	00:13:54	2,309.43
08/04	297	228	0	00:09:07	2,709.13
08/05	341	249	0	00:06:13	2,122.95
08/06	421	292	0	00:06:05	2,567.07
08/07	296	232	0	00:06:35	1,951.57
08/08	288	187	0	00:05:45	1,659.73
08/09	263	179	0	00:07:14	1,902.87
08/10	293	198	0	00:06:50	2,005.00
08/11	318	241	0	00:05:25	1,724.47
08/12	297	212	0	00:06:42	1,991.75
08/13	232	161	0	00:10:02	2,331.00
08/14	204	150	0	00:10:30	2,142.72
08/15	186	123	0	00:09:52	1,835.77
08/16	59	44	0	00:14:34	859.60
08/17	144	99	0	00:10:05	1,452.45
08/18	223	159	0	00:08:12	1,829.57
08/19	213	148	0	00:08:57	1,908.48
08/20	227	163	0	00:07:53	1,792.50
08/21	251	171	0	00:09:01	2,265.90
08/22	202	136	0	00:09:59	2,017.07
08/23	146	96	0	00:18:37	2,718.22
08/24	140	104	0	00:15:46	2,208.00
08/25	202	164	0	00:11:34	2,337.77
08/26	182	144	0	00:12:28	2,270.00
08/27	197	137	0	00:10:57	2,160.40
08/28	229	148	0	00:06:54	1,582.62
08/29	235	158	0	00:07:34	1,779.57
08/30	174	88	0	00:14:14	2,477.60

08/31	142	75	0	00:16:35	2,356.15
Average	**230**	**159**	**0**	**N/A**	**2,089.14**
Total	**7,135**	**4,952**	**0**	**N/A**	**64,763.43**

<table>
<tr><td colspan="2" align="center">

Visitors Trend – Help Card

</td></tr>
<tr><td>

?

</td><td>

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero–length visits. A zero–length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

––

</td></tr>
<tr><td>

💡

</td><td>

Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

</td></tr>
</table>

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.

Visits Trend

Time Interval	Visits	%
08/01	280	3.95%
08/02	284	4.01%
08/03	165	2.33%
08/04	296	4.17%
08/05	338	4.77%
08/06	420	5.92%
08/07	295	4.16%
08/08	287	4.05%
08/09	262	3.70%
08/10	291	4.10%
08/11	317	4.47%
08/12	296	4.17%
08/13	231	3.26%
08/14	203	2.86%
08/15	185	2.61%
08/16	57	0.80%
08/17	144	2.03%
08/18	221	3.12%
08/19	212	2.99%
08/20	225	3.17%
08/21	249	3.51%
08/22	201	2.83%
08/23	144	2.03%
08/24	139	1.96%
08/25	200	2.82%

08/26	180	2.54%
08/27	195	2.75%
08/28	228	3.22%
08/29	234	3.30%
08/30	171	2.41%
08/31	140	1.97%
Total	**7,090**	**100.00%**

<div style="border: 1px solid black; padding: 20px;">

Visits Trend − Help Card

?   **Time Interval** − A one−year report displays monthly time increments. A one−quarter report displays weekly time increments. A one−month report or a one−week report displays daily time increments. A daily report displays hourly time increments. An hour−long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits − Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% − Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

−−

♀   Periods of less activity can be considered good times for maintenance and content improvement.

</div>

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second–level domain name, such as netiq.com. If the top–level domain name is a country code, then this shows the third–level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.

––

Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

<div style="border:1px solid black; padding:10px; text-align:center;">

No data for this section in the log data analyzed.

</div>

<div style="border:1px solid black;">

Top Authenticated Usernames – Help Card

? **Authenticated Username** – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.
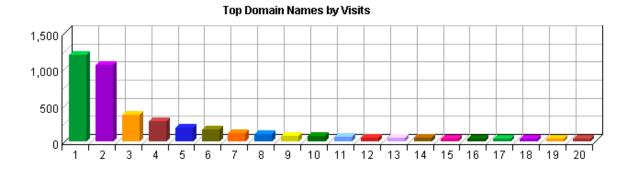
Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

--

💡 You may use this information for your marketing efforts, such as special promotions or newsletters.

</div>

Top Domain Names

This report lists the domain name that generates the most activity to your web site.

Top Domain Names by Visits

Top Domain Names

	Domain Name	Visits	%	Hits
1.	msn.com	1,200	16.93%	1,832
2.	googlebot.com	1,054	14.87%	3,231
3.	yahoo.net	370	5.22%	6,820
4.	67.195.37.166	282	3.98%	518
5.	comcast.net	194	2.74%	740
6.	66.231.188.52	166	2.34%	193
7.	rr.com	113	1.59%	505
8.	verizon.net	96	1.35%	406
9.	aol.com	79	1.11%	145
10.	65.214.45.122	74	1.04%	411
11.	65.55.105.231	58	0.82%	80
12.	sbcglobal.net	54	0.76%	281
13.	65.55.232.34	53	0.75%	90
14.	ameritech.net	51	0.72%	136
15.	optonline.net	44	0.62%	212
16.	cox.net	44	0.62%	163
17.	65.55.108.244	41	0.58%	61
18.	65.55.25.153	37	0.52%	157
19.	searchme.com	36	0.51%	41
20.	bellsouth.net	32	0.45%	201
	Subtotal	**4,078**	**57.52%**	**16,223**
	Other	**3,012**	**42.48%**	**17,224**
	Total	**7,090**	**100.00%**	**33,447**

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second–level domain name, such as netiq.com. If the top–level domain name is a country code, then this shows the third–level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
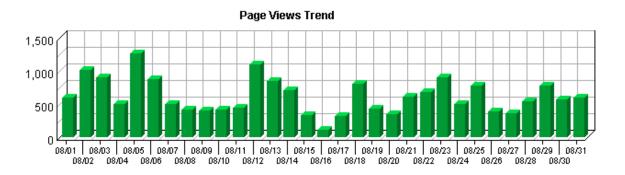
% – Percentage of the total activity that was from this domain name or IP address.

––
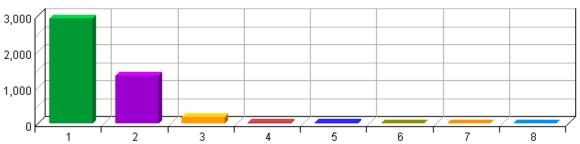
Use this information when you are interested in high–level domain names of visitors generating the most activity to your web site.

Top−Level Domain Types

This report provides a breakdown of top−level domain types.

Top-Level Domain Types by Visits

Top−Level Domain Types

	Top−Level Domain Types	Visits	%	Hits
1.	Commercial	**2,912**	**64.90%**	10,155
2.	Network	**1,344**	**29.95%**	10,769
3.	Education	**168**	**3.74%**	1,508
4.	Organization	**28**	**0.62%**	287
5.	Government	**24**	**0.53%**	83
6.	Military	**9**	**0.20%**	25
7.	International	**1**	**0.02%**	6
8.	ARPANET	**1**	**0.02%**	1
	Total	**4,487**	**100.00%**	**22,834**

Top−Level Domain Types – Help Card

?   **Top−Level Domain** – The suffix of a domain name. A top−level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top−level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top−level domains:

    ARPANET: .arpa

    Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

    Education: .edu .edu.[country−code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

    International: .int .int.co .int.ve .intl.tn

    Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top–level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top–level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top–level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

––

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.
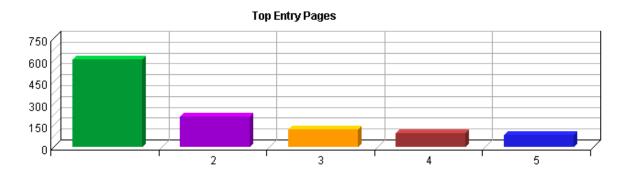
Pages Dashboard
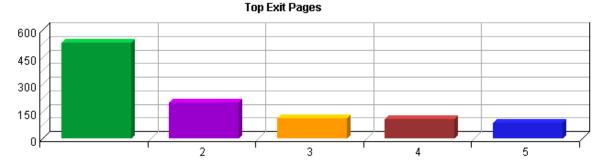
This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.
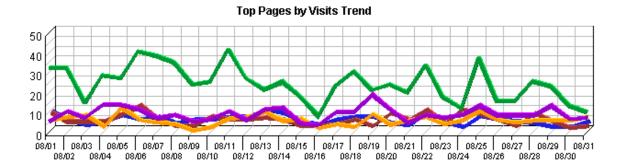
Page View Summary

Page Views	19,063
Average per Day	614
Average Page Views per Visit	2.69
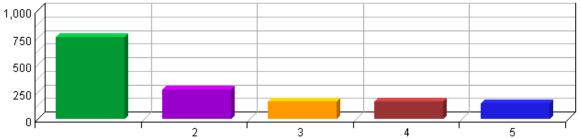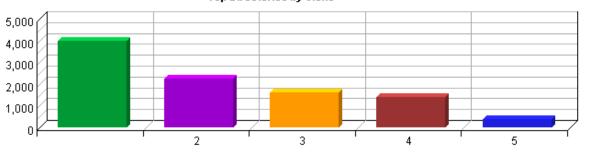
Top Pages by Visits Trend
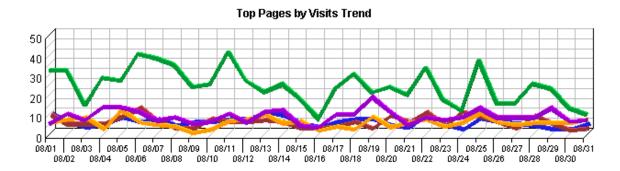
Top Pages by Visits

Top Directories by Visits
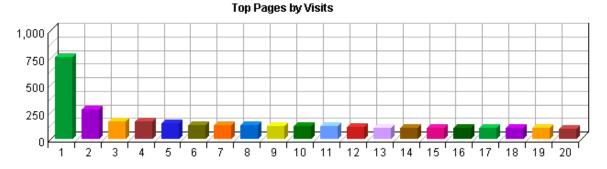
Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Top Pages by Visits Trend

Top Pages by Visits

Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	**Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/	**757**	**4.11%**	944	00:04:21	0
2.	**Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear** http:/ / es.epa.gov/ ncer/ childrenscenters/ autism.html	**268**	**1.46%**	282	00:04:01	0
3.	**Pesticides | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ pesticides. html	**158**	**0.86%**	165	00:05:40	0
4.	**Center Contacts | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ centercontacts. html	**158**	**0.86%**	161	00:02:33	0
5.	**University of California – Davis | Children's Environmental Health Research Cent**	**144**	**0.78%**	164	00:05:26	0

	http:// es.epa.gov/ ncer/ childrenscenters/ davis.html					
6.	**Columbia University Center for Children's Environmental Health, New York City |** http:// es.epa.gov/ ncer/ childrenscenters/ columbia.html	**130**	**0.71%**	136	00:02:39	0
7.	**Southern Center on Environmentally–Driven** http:// es.epa.gov/ ncer/ childrenscenters/ duke.html	**126**	**0.68%**	216	00:01:37	0
8.	**Center for Children's Environmental Health and Disease Prevention at the Harvard** http:// es.epa.gov/ ncer/ childrenscenters/ harvard.html	**123**	**0.67%**	126	00:05:47	0
9.	**Newsroom | Children's Environmental Health Research Centers | US EPA** http:// es.epa.gov/ ncer/ childrenscenters/ newsroom.html	**121**	**0.66%**	121	00:02:07	0
10.	**University of California at Berkeley Center for Children's Environmental Health** http:// es.epa.gov/ ncer/ childrenscenters/ berkeley.html	**118**	**0.64%**	157	00:02:39	0
11.	**Community Partnerships| Children's Environmental Health Research Centers | US EP** http:// es.epa.gov/ ncer/ childrenscenters/ communities. html	**116**	**0.63%**	227	00:01:19	0
12.	**Childrens Environmental Health Center at the University of Southern Calif** http:// es.epa.gov/ ncer/ childrenscenters/ usc.html	**107**	**0.58%**	114	00:04:30	0
13.	**Air Pollutants and Asthma | Children's Environmental Health Research Centers | U** http:// es.epa.gov/ ncer/ childrenscenters/ asthma.html	**105**	**0.57%**	107	00:03:43	0
14.	**Biographies | Children's Environmental Health Research Centers | US EPA** http:// es.epa.gov/ ncer/ childrenscenters/ biographies. html	**100**	**0.54%**	106	00:03:03	0
15.	**Results | Children's Environmental Health Research Centers | US EPA** http:// es.epa.gov/ ncer/ childrenscenters/ results.html	**99**	**0.54%**	102	00:03:42	0
16.	**Additional Resources | Children's Environmental Health Research Centers | US EPA** http:// es.epa.gov/ ncer/ childrenscenters/ additional_resources.html	**99**	**0.54%**	101	00:03:44	0

17.	**Basic Information | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ basic_info. html	**98**	**0.53%**	98	00:05:23	0
18.	**Frequent Questions | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ faqs.html	**98**	**0.53%**	98	00:02:59	0
19.	**New Investigators | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ newinvestigators.html	**98**	**0.53%**	101	00:04:34	0
20.	**Multimedia | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ multimedia. html	**97**	**0.53%**	99	00:03:50	0
	Subtotal	**3,120**	**16.95%**	**3,625**	**00:03:33**	
	Other	**15,282**	**83.05%**	**15,438**	**00:04:06**	
	Total	**18,402**	**100.00%**	**19,063**	**00:04:01**	

Top Pages – Help Card
? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

–– |

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

<div style="border: 1px solid black; text-align: center;">

No data for this section in the log data analyzed.

</div>

Top Content Groups – Help Card

? **Content Group** – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

––
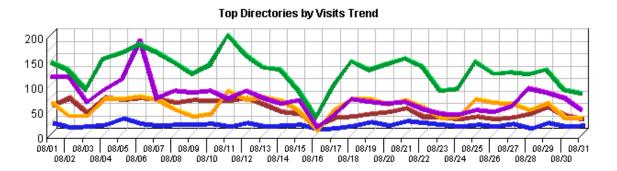
The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.
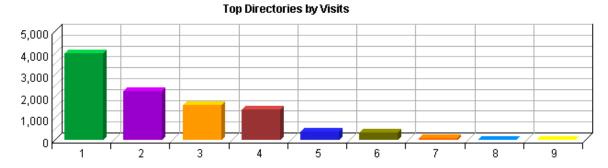
Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.

Top Directories by Visits Trend

Top Directories by Visits

Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/ncer/ childrenscenters/	3,983	39.46%	11,107	513,975
2.	http://es.epa.gov/ncer/ childrenscenters/full_text	2,226	22.05%	11,871	975,678
3.	http://es.epa.gov/ncer/ childrenscenters/Scripts	1,621	16.06%	3,496	8,218
4.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs	1,407	13.94%	5,184	10,405,538
5.	http://es.epa.gov/ncer/ childrenscenters/news_stories	400	3.96%	692	11,013
6.	http://es.epa.gov/ncer/ childrenscenters/presentations	359	3.56%	953	214,554
7.	http://es.epa.gov/ncer/ childrenscenters/events	93	0.92%	138	1,911
8.	http://es.epa.gov/ncer/ childrenscenters/images	4	0.04%	5	0
9.	http://es.epa.gov/ncer/ childrenscenters/;	1	0.01%	1	24
	Total	**10,094**	**100.00%**	**33,447**	**12,130,907**

Top Directories – Help Card

? **Path to Directory** – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

––

♀ This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.
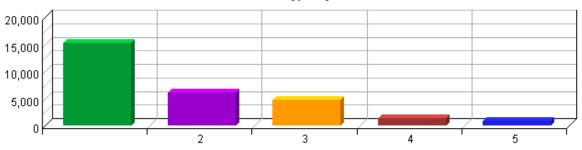
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.
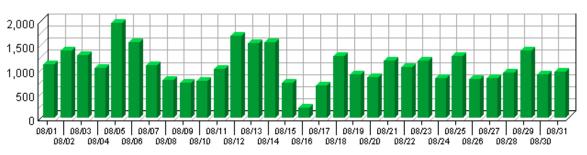
Hit Summary

Successful Hits for Entire Site	33,447
Average Hits per Day	1,078
Home Page Hits	944
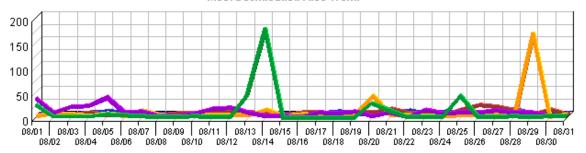
Most Accessed File Types by Files

Hits Trend

Most Downloaded Files Trend
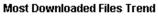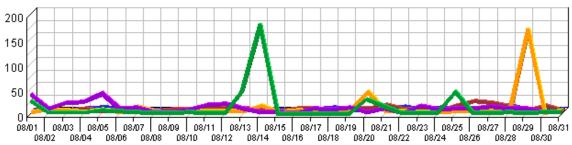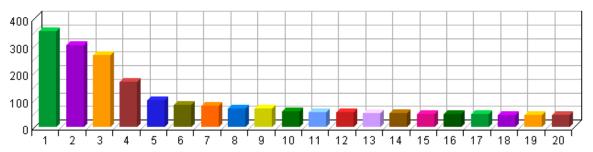
Most Downloaded Files

This report identifies the most popular files downloaded from your site.

Most Downloaded Files Trend

Most Downloaded Files

Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/ childrenscenters/presentations/ 10_10_07/07childrenworkshop.pdf	351	4.92%	30
2.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Engl ish.pdf	303	4.24%	70
3.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001164.pdf	266	3.72%	36
4.	http://es.epa.gov/ncer/ childrenscenters/pesticidespring07. pdf	167	2.34%	69
5.	http://es.epa.gov/ncer/ childrenscenters/pesticidewinter07. pdf	97	1.36%	57
6.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001135.pdf	80	1.12%	73
7.	http://es.epa.gov/ncer/ childrenscenters/full_text/jch_v1_1. pdf	77	1.08%	21
8.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No1_Illinois. pdf	69	0.97%	33

		Downloads		Visits
9.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001173.pdf	**68**	**0.95%**	31
10.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No4_Illinois. pdf	**57**	**0.80%**	32
11.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No3_Illinois. pdf	**55**	**0.77%**	31
12.	http://es.epa.gov/ncer/ childrenscenters/presentations/ 10_10_07/rowson.pdf	**53**	**0.74%**	39
13.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001112.pdf	**52**	**0.73%**	23
14.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001110.pdf	**51**	**0.71%**	31
15.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol2_No1_Illinois. pdf	**47**	**0.66%**	33
16.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001107.pdf	**46**	**0.64%**	29
17.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001383.pdf	**46**	**0.64%**	36
18.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN000342.pdf	**44**	**0.62%**	40
19.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Hmon g.pdf	**43**	**0.60%**	27
20.	http://es.epa.gov/ncer/ childrenscenters/full_text/ ajp_v283_1.pdf	**43**	**0.60%**	16
	Subtotal	**2,015**	**28.22%**	**757**
	Other	**5,126**	**71.78%**	**4,625**
	Total	**7,141**	**100.00%**	**5,382**

Most Downloaded Files – Help Card

? **Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error

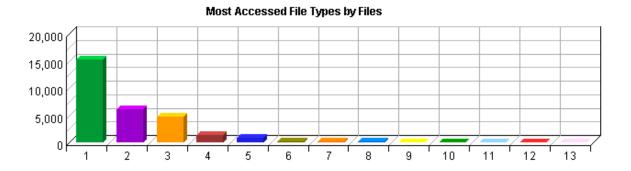occurred in the transfer, the transfer is not counted.

% – Percentage of times the specified file was downloaded compared to all downloaded files.

––

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.

Most Accessed File Types by Files

Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	15,258	52.69%	409,393
2.	pdf	6,061	20.93%	1,755,588
3.	js	4,750	16.40%	53,685
4.	css	1,393	4.81%	2,323
5.	htm	885	3.06%	13,967
6.	flv	196	0.68%	5,272,032
7.	xml	168	0.58%	1,317
8.	wmv	104	0.36%	4,419,993
9.	swf	69	0.24%	4,391
10.	ppt	34	0.12%	197,855
11.	smi	28	0.10%	363
12.	scc	7	0.02%	5
13.	asx	5	0.02%	2
	Total	**28,958**	**100.00%**	**12,130,907**

Most Accessed File Types – Help Card

? **File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.

—

This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

<table>
<tr><td>No data for this section in the log data analyzed.</td></tr>
</table>

Most Uploaded Files – Help Card

? **Files** – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.

––
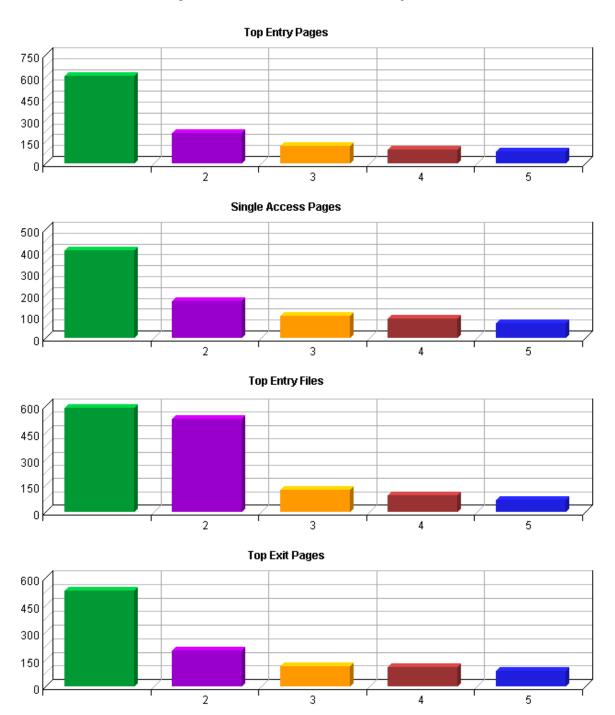
♀ You may want to run virus scans on uploaded files.

Navigation Dashboard
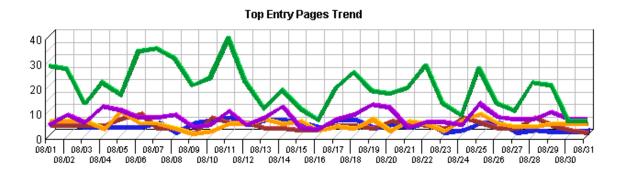
This dashboard summarizes important information related to online navigation.

Top Entry Pages

Single Access Pages

Top Entry Files

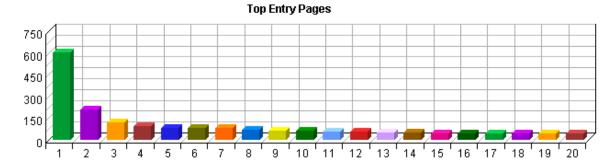**Top Exit Pages**

Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.

Top Entry Pages Trend

Top Entry Pages

Top Entry Pages

	Pages	Visits	%
1.	**Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/	606	11.92%
2.	**Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear** http:/ / es.epa.gov/ ncer/ childrenscenters/ autism.html	209	4.11%
3.	**Pesticides | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ pesticides. html	118	2.32%
4.	**Center Contacts | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ centercontacts. html	96	1.89%
5.	**University of California – Davis | Children's Environmental Health Research Cent** http:/ / es.epa.gov/ ncer/ childrenscenters/	85	1.67%

	davis.html		
6.	**Columbia University Center for Children's Environmental Health, New York City |** http:/ / es.epa.gov/ ncer/ childrenscenters/ columbia.html	82	1.61%
7.	**Center for Children's Environmental Health and Disease Prevention at the Harvard** http:/ / es.epa.gov/ ncer/ childrenscenters/ harvard.html	80	1.57%
8.	**Southern Center on Environmentally–Driven** http:/ / es.epa.gov/ ncer/ childrenscenters/ duke.html	68	1.34%
9.	**University of California at Berkeley Center for Children's Environmental Health** http:/ / es.epa.gov/ ncer/ childrenscenters/ berkeley.html	66	1.30%
10.	**Community Partnerships| Children's Environmental Health Research Centers | US EP** http:/ / es.epa.gov/ ncer/ childrenscenters/ communities. html	65	1.28%
11.	**Air Pollutants and Asthma | Children's Environmental Health Research Centers | U** http:/ / es.epa.gov/ ncer/ childrenscenters/ asthma.html	59	1.16%
12.	**Childrens Environmental Health Center at the University of Southern Calif** http:/ / es.epa.gov/ ncer/ childrenscenters/ usc.html	59	1.16%
13.	**University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox** http:/ / es.epa.gov/ ncer/ childrenscenters/ newjersey.html	52	1.02%
14.	**Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center** http:/ / es.epa.gov/ ncer/ childrenscenters/ sinai.html	48	0.94%
15.	**University of Washington Center for Child Environmental Health Risks Research |** http:/ / es.epa.gov/ ncer/ childrenscenters/ washington. html	47	0.92%
16.	**Environmental Tobacco Smoke | Children's Environmental Health Research Centers |**	44	0.87%

	http:/ / es.epa.gov/ ncer/ childrenscenters/ smoke.html		
17.	**New Investigators | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ newinvestigators.html	44	0.87%
18.	**University of Illinois at Urbana−Champaign | Children's Environmental Health Res** http:/ / es.epa.gov/ ncer/ childrenscenters/ illinois.html	42	0.83%
19.	**Newsroom | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ newsroom.html	42	0.83%
20.	**Frequent Questions | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ faqs.html	42	0.83%
	Subtotal	**1,954**	**38.42%**
	Other	**3,132**	**61.58%**
	Total	**5,086**	**100.00%**

Top Entry Pages – Help Card

? **Entry Page** – The first page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.
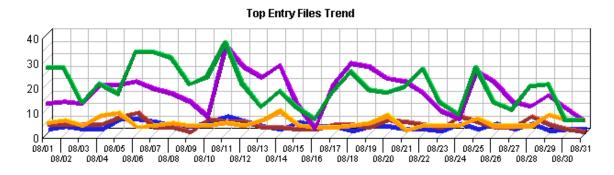
Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.
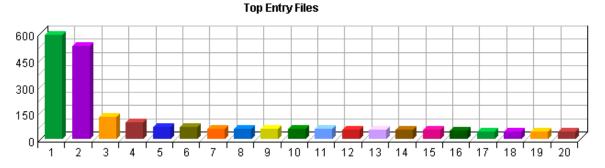
% – Percentage of times this page was the entry page compared with other entry pages.

−−

This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.

Top Entry Files Trend

Top Entry Files

Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/ncer/ childrenscenters/	591	8.34%
2.	http://es.epa.gov/ncer/ childrenscenters/Scripts/AC_ActiveX. js	525	7.40%
3.	http://es.epa.gov/ncer/ childrenscenters/autism.html	126	1.78%
4.	http://es.epa.gov/ncer/ childrenscenters/centercontacts.html	95	1.34%
5.	http://es.epa.gov/ncer/ childrenscenters/harvard.html	67	0.94%
6.	http://es.epa.gov/ncer/ childrenscenters/pesticides.html	66	0.93%
7.	http://es.epa.gov/ncer/ childrenscenters/duke.html	58	0.82%
8.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001135.pdf	58	0.82%
9.	http://es.epa.gov/ncer/ childrenscenters/children.css	57	0.80%
10.	http://es.epa.gov/ncer/ childrenscenters/pesticidespring07. pdf	55	0.78%

11.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Engl ish.pdf	55	0.78%
12.	http://es.epa.gov/ncer/ childrenscenters/communities.html	52	0.73%
13.	http://es.epa.gov/ncer/ childrenscenters/columbia.html	52	0.73%
14.	http://es.epa.gov/ncer/ childrenscenters/berkeley.html	51	0.72%
15.	http://es.epa.gov/ncer/ childrenscenters/davis.html	50	0.71%
16.	http://es.epa.gov/ncer/ childrenscenters/usc.html	45	0.63%
17.	http://es.epa.gov/ncer/ childrenscenters/pesticidewinter07. pdf	43	0.61%
18.	http://es.epa.gov/ncer/ childrenscenters/asthma.html	43	0.61%
19.	http://es.epa.gov/ncer/ childrenscenters/newsroom.html	42	0.59%
20.	http://es.epa.gov/ncer/ childrenscenters/newjersey.html	41	0.58%
	Subtotal	**2,172**	**30.63%**
	Other	**4,918**	**69.37%**
	Total	**7,090**	**100.00%**

Top Entry Files – Help Card

Files – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

Visits – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
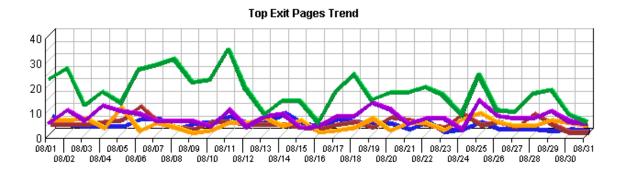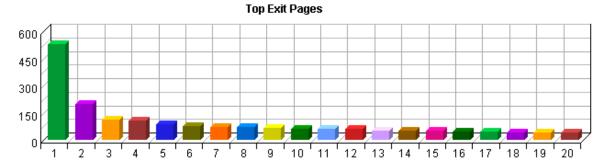
% – Refers to the total numbers of visits.

––
Consider what catches the attention of visitors most quickly and effectively.

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.

Top Exit Pages Trend

Top Exit Pages

Top Exit Pages

	Pages	Visits	%
1.	**Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/	531	10.43%
2.	**Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear** http:/ / es.epa.gov/ ncer/ childrenscenters/ autism.html	200	3.93%
3.	**Pesticides | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ pesticides. html	112	2.20%
4.	**Center Contacts | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ centercontacts. html	106	2.08%
5.	**University of California – Davis | Children's Environmental Health Research Cent** http:/ / es.epa.gov/ ncer/ childrenscenters/ davis.html	87	1.71%

6.	**Columbia University Center for Children's Environmental Health, New York City |** http:/ / es.epa.gov/ ncer/ childrenscenters/ columbia.html	78	1.53%
7.	**Southern Center on Environmentally–Driven** http:/ / es.epa.gov/ ncer/ childrenscenters/ duke.html	72	1.41%
8.	**Center for Children's Environmental Health and Disease Prevention at the Harvard** http:/ / es.epa.gov/ ncer/ childrenscenters/ harvard.html	69	1.36%
9.	**Childrens Environmental Health Center at the University of Southern Calif** http:/ / es.epa.gov/ ncer/ childrenscenters/ usc.html	65	1.28%
10.	**University of California at Berkeley Center for Children's Environmental Health** http:/ / es.epa.gov/ ncer/ childrenscenters/ berkeley.html	62	1.22%
11.	**Air Pollutants and Asthma | Children's Environmental Health Research Centers | U** http:/ / es.epa.gov/ ncer/ childrenscenters/ asthma.html	61	1.20%
12.	**Community Partnerships| Children's Environmental Health Research Centers | US EP** http:/ / es.epa.gov/ ncer/ childrenscenters/ communities. html	59	1.16%
13.	**Newsroom | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ newsroom.html	53	1.04%
14.	**Environmental Tobacco Smoke | Children's Environmental Health Research Centers |** http:/ / es.epa.gov/ ncer/ childrenscenters/ smoke.html	51	1.00%
15.	**University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox** http:/ / es.epa.gov/ ncer/ childrenscenters/ newjersey.html	51	1.00%
16.	**University of Washington Center for Child Environmental Health Risks Research |** http:/ / es.epa.gov/ ncer/ childrenscenters/ washington. html	47	0.92%

17.	**Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center** http:/ / es.epa.gov/ ncer/ childrenscenters/ sinai.html	47	0.92%
18.	**University of Illinois at Urbana–Champaign | Children's Environmental Health Res** http:/ / es.epa.gov/ ncer/ childrenscenters/ illinois.html	43	0.84%
19.	**Frequent Questions | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ faqs.html	43	0.84%
20.	**Contact Us | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ contacts.html	42	0.83%
	Subtotal	**1,879**	**36.92%**
	Other	**3,210**	**63.08%**
	Total	**5,089**	**100.00%**

Top Exit Pages – Help Card

?   **Exit Page** – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the exit page compared with other exit pages.

—–

♀   You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.
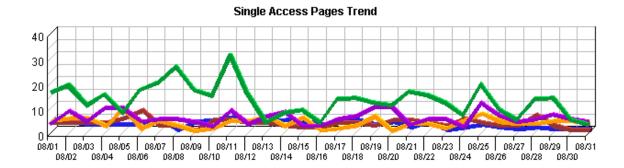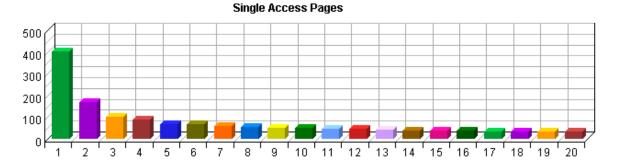
Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.

Single Access Pages Trend

Single Access Pages

Single Access Pages

	Pages	Visits	%
1.	**Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/	404	10.61%
2.	**Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear** http:/ / es.epa.gov/ ncer/ childrenscenters/ autism.html	170	4.47%
3.	**Pesticides | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ pesticides. html	102	2.68%
4.	**Center Contacts | Children's Environmental Health Research Centers | US EPA** http:/ / es.epa.gov/ ncer/ childrenscenters/ centercontacts. html	88	2.31%
5.	**University of California – Davis | Children's Environmental Health Research Cent** http:/ / es.epa.gov/ ncer/ childrenscenters/ davis.html	67	1.76%

6.	**Columbia University Center for Children's Environmental Health, New York City |** http:/ / es.epa.gov/ ncer/ childrenscenters/ columbia.html	66	1.73%
7.	**Center for Children's Environmental Health and Disease Prevention at the Harvard** http:/ / es.epa.gov/ ncer/ childrenscenters/ harvard.html	61	1.60%
8.	**Southern Center on Environmentally–Driven** http:/ / es.epa.gov/ ncer/ childrenscenters/ duke.html	54	1.42%
9.	**Childrens Environmental Health Center at the University of Southern Calif** http:/ / es.epa.gov/ ncer/ childrenscenters/ usc.html	52	1.37%
10.	**University of California at Berkeley Center for Children's Environmental Health** http:/ / es.epa.gov/ ncer/ childrenscenters/ berkeley.html	51	1.34%
11.	**Community Partnerships| Children's Environmental Health Research Centers | US EP** http:/ / es.epa.gov/ ncer/ childrenscenters/ communities. html	48	1.26%
12.	**Air Pollutants and Asthma | Children's Environmental Health Research Centers | U** http:/ / es.epa.gov/ ncer/ childrenscenters/ asthma.html	47	1.23%
13.	**University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox** http:/ / es.epa.gov/ ncer/ childrenscenters/ newjersey.html	43	1.13%
14.	**University of Illinois at Urbana–Champaign | Children's Environmental Health Res** http:/ / es.epa.gov/ ncer/ childrenscenters/ illinois.html	40	1.05%
15.	**Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center** http:/ / es.epa.gov/ ncer/ childrenscenters/ sinai.html	39	1.02%
16.	**Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi** http:/ / es.epa.gov/ ncer/ childrenscenters/	38	1.00%

	southwestdetroit.html		
17.	**University of Washington Center for Child Environmental Health Risks Research |** http:/ / es.epa.gov/ ncer/ childrenscenters/ washington. html	36	0.95%
18.	**Environmental Tobacco Smoke	Children's Environmental Health Research Centers |** http:/ / es.epa.gov/ ncer/ childrenscenters/ smoke.html	34	0.89%
19.	**Mt. Sinai Childrens Environmental Health and Disease Prevention Research** http:/ / es.epa.gov/ ncer/ childrenscenters/ sinai_pubs. html	34	0.89%
20.	**University of Iowa Children's Environmental Airway Disease Center (1998–2004) Pu** http:/ / es.epa.gov/ ncer/ childrenscenters/ iowa_pubs.html	32	0.84%
	Subtotal	**1,506**	**39.57%**
	Other	**2,300**	**60.43%**
	Total	**3,806**	**100.00%**

Single Access Pages – Help Card

? **Single Access Page** – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

−−

> 💡 This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site––the first page they open––then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages		488	9.59%
	1. **Children's Environmental Health Research Centers | US EPA** http://es.epa.gov/ncer/childrenscenters/		
		174	3.42%
	1. **Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear** http://es.epa.gov/ncer/childrenscenters/autism.html		
		107	2.10%
	1. **Pesticides | Children's Environmental Health Research Centers | US EPA** http://es.epa.gov/ncer/childrenscenters/pesticides.html		
		90	1.77%
	1. **Center Contacts | Children's Environmental Health Research Centers | US EPA** http://es.epa.gov/ncer/childrenscenters/centercontacts.html		
		73	1.43%
	1. **University of California – Davis | Children's Environmental Health Research Cent** http://es.epa.gov/ncer/childrenscenters/davis.html		
		69	1.36%
	1. **Columbia University Center for Children's Environmental Health, New York City |** http://es.epa.gov/ncer/childrenscenters/columbia.html		
		64	1.26%
	1. **Center for Children's Environmental Health and Disease Prevention at the Harvard**		

http://es.epa.gov/ncer/
childrenscenters/harvard.html

57	1.12%

1. **Southern Center on Environmentally–Driven**
   http://es.epa.gov/ncer/
   childrenscenters/duke.html

57	1.12%

1. **Children’s Environmental Health Center at the University of Southern Calif**
   http://es.epa.gov/ncer/
   childrenscenters/usc.html

54	1.06%

1. **University of California at Berkeley Center for Children's Environmental Health**
   http://es.epa.gov/ncer/
   childrenscenters/berkeley.html

50	0.98%

1. **Community Partnerships| Children's Environmental Health Research Centers | US EP**
   http://es.epa.gov/ncer/
   childrenscenters/communities.html

49	0.96%

1. **Air Pollutants and Asthma | Children's Environmental Health Research Centers | U**
   http://es.epa.gov/ncer/
   childrenscenters/asthma.html

45	0.88%

1. **University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox**
   http://es.epa.gov/ncer/
   childrenscenters/newjersey.html

40	0.79%

1. **University of Illinois at Urbana–Champaign | Children's Environmental Health Res**
   http://es.epa.gov/ncer/
   childrenscenters/illinois.html

39	0.77%

1. **Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi**
   http://es.epa.gov/ncer/
   childrenscenters/southwestdetroit.
   html

1. **Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center** http://es.epa.gov/ncer/ childrenscenters/sinai.html	39	0.77%
1. **University of Washington Center for Child Environmental Health Risks Research |** http://es.epa.gov/ncer/ childrenscenters/washington.html	38	0.75%
1. **Mt. Sinai Children’s Environmental Health and Disease Prevention Research** http://es.epa.gov/ncer/ childrenscenters/sinai_pubs.html	38	0.75%
1. **Environmental Tobacco Smoke | Children's Environmental Health Research Centers |** http://es.epa.gov/ncer/ childrenscenters/smoke.html	36	0.71%
1. **Complex Chemical Mixtures and Heavy Metals | Children's Environmental Health Res** http://es.epa.gov/ncer/ childrenscenters/chemical.html	33	0.65%

Top Paths Through Site − Help Card

? **Path Through Site** – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.
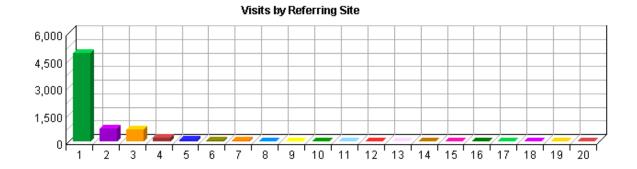
Visits by Referring Site

Visits by Referring Domain

Visits by Referring Page

Visitors Trend

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

Visits by Referring Site

Activity by Referring Site

	Site	Visits	%
1.	No Referrer	4,875	68.76%
2.	http://es.epa.gov/	714	10.07%
3.	http://www.google.com/	636	8.97%
4.	http://search.yahoo.com/	183	2.58%
5.	http://images.google.com/	91	1.28%
6.	http://search.live.com/	30	0.42%
7.	http://nlquery.epa.gov/	27	0.38%
8.	http://www.google.co.uk/	24	0.34%
9.	http://www.google.co.in/	22	0.31%
10.	http://usasearch.gov/	19	0.27%
11.	http://www.google.ca/	18	0.25%
12.	http://images.google.co.in/	17	0.24%
13.	http://cfpub.epa.gov/	15	0.21%
14.	http://search.msn.com/	14	0.20%
15.	http://aolsearch.aol.com/	10	0.14%
16.	http://www.google.com.mx/	10	0.14%
17.	http://www.google.com.au/	10	0.14%
18.	http://www.google.es/	10	0.14%
19.	http://www.epa.gov/	9	0.13%
20.	http://www.google.com.ar/	8	0.11%
	Subtotal	**6,742**	**95.09%**
	Other	**348**	**4.91%**
	Total	**7,090**	**100.00%**

Activity by Referring Site – Help Card

? **Referring Sites** – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

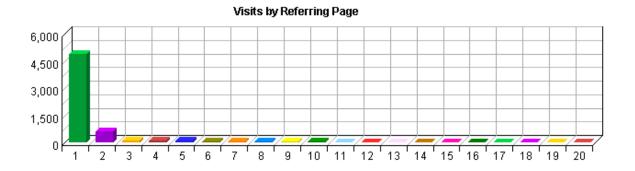Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––

♀ You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top−level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Visits by Referring Domain

Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	4,875	68.76%
2.	epa.gov	769	10.85%
3.	google.com	730	10.30%
4.	yahoo.com	207	2.92%
5.	google.co.in	39	0.55%
6.	live.com	32	0.45%
7.	google.co.uk	32	0.45%
8.	google.ca	23	0.32%
9.	usasearch.gov	19	0.27%
10.	google.com.au	18	0.25%
11.	aol.com	18	0.25%
12.	msn.com	15	0.21%
13.	google.co.th	14	0.20%
14.	google.com.mx	12	0.17%
15.	google.com.co	11	0.16%
16.	google.es	11	0.16%
17.	google.de	10	0.14%
18.	134.67.99.14	8	0.11%
19.	google.com.ar	8	0.11%
20.	google.com.ph	8	0.11%
	Subtotal	**6,859**	**96.74%**
	Other	**231**	**3.26%**
	Total	**7,090**	**100.00%**

Activity by Referring Domain – Help Card

? **Referring Domain** – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

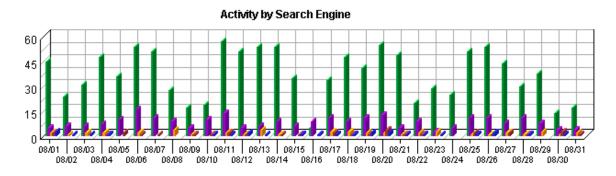Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.
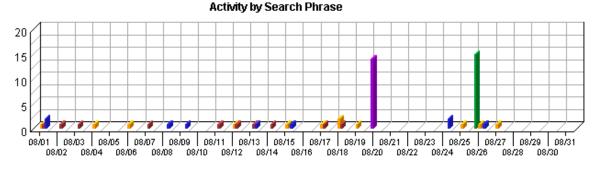
––

♀ You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Visits by Referring Page

Activity by Referring Page

	Page	Visits	%
1.	No Referrer	4,875	68.76%
2.	http://www.google.com/search	616	8.69%
3.	http://search.yahoo.com/ search	122	1.72%
4.	http://es.epa.gov/ncer/ childrenscenters/autism.html	98	1.38%
5.	http://images.google.com/ imgres	89	1.26%
6.	http://es.epa.gov/ncer/ childrenscenters/pesticides.html	65	0.92%
7.	http://es.epa.gov/ncer/ childrenscenters/columbia.html	36	0.51%
8.	http://es.epa.gov/ncer/ childrenscenters/davis.html	34	0.48%
9.	http://search.live.com/ results.aspx	30	0.42%
10.	http://nlquery.epa.gov/ epasearch/epasearch	27	0.38%
11.	http://www.google.co.uk/ search	24	0.34%
12.	http://es.epa.gov/ncer/ childrenscenters/	21	0.30%
13.	http://es.epa.gov/ncer/ childrenscenters/washington.html	21	0.30%
14.	http://es.epa.gov/ncer/ childrenscenters/usc.html	20	0.28%
15.	http://www.google.co.in/ search	20	0.28%
16.	http://es.epa.gov/ncer/ childrenscenters/berkeley.html	19	0.27%
17.	http://es.epa.gov/ncer/	19	0.27%
18.	http://es.epa.gov/ncer/ childrenscenters/asthma.html	19	0.27%
19.	http://usasearch.gov/search	19	0.27%

20.	http://www.google.ca/search	18	0.25%
	Subtotal	**6,192**	**87.33%**
	Other	**898**	**12.67%**
	Total	**7,090**	**100.00%**

Activity by Referring Page – Help Card

? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––
♀ You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.
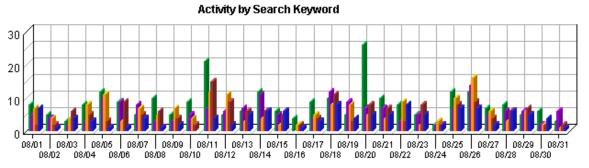
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

Activity by Search Engine

Visitors Trend

Activity by Search Phrase
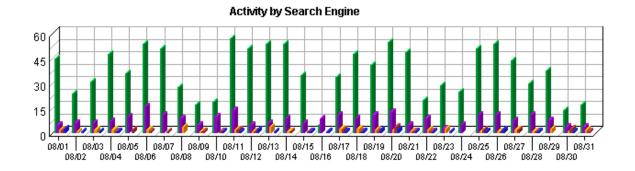

Activity by Search Keyword

Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.

Activity by Search Engine

	Engines	Referrals	%
1.	google	1,158	71.22%
2.	yahoo	257	15.81%
3.	google uk	49	3.01%
4.	google canada	34	2.09%
5.	google australia	27	1.66%
6.	msn	25	1.54%
7.	aol netfind	14	0.86%
8.	google germany	12	0.74%
9.	yahoo canada	7	0.43%
10.	yahoo uk &ireland	7	0.43%
11.	google france	6	0.37%
12.	yahoo japan	6	0.37%
13.	google italy	4	0.25%
14.	yahoo spain	4	0.25%
15.	yahoo india	2	0.12%
16.	yandex	2	0.12%
17.	altavista	2	0.12%
18.	yahoo singapore	2	0.12%
19.	yahoo taiwan	2	0.12%
20.	cnet search.com	1	0.06%
	Subtotal	**1,621**	**99.69%**
	Total	**1,626**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	roach baits safe pregnancy	15	0.92%
	naepp warning signs of an asthma episode	14	0.86%
	duke university logo	12	0.74%
	california davis	9	0.55%
	team work	7	0.43%
	pregnant logo	6	0.37%
	assessing child with autism 5–6 years old	5	0.31%
	como se previene el asma	4	0.25%
	lead poisoning	4	0.25%
	uc davis map	4	0.25%
	health continuum	3	0.18%
	pesticides	3	0.18%
	you are what you eat	3	0.18%
	university of harvard	3	0.18%
	http://es.epa.gov/ncer/childrenscenters/newjersey.html	3	0.18%
	project overview	3	0.18%
	synagro detroit	3	0.18%
	abstract in correlational research	3	0.18%
	pesticides effects	3	0.18%
	plan of children development center	3	0.18%
2. yahoo	recurrent upper respiratory with anti oxidant	4	0.25%
	neurodevelopmental disorders	3	0.18%
	children's centers east bay	2	0.12%
	abstract of correlational research	2	0.12%
	university of washington child development center	2	0.12%
	research on autism mt sinai hospital ny	2	0.12%
	health promotion model theory	2	0.12%
	long term studies on children's health and the environment	2	0.12%
	pesticides and children	2	0.12%
	environmental theories of health	2	0.12%
	health and cognitive development of children/research article	2	0.12%
	children exposed to marijuana	2	0.12%
	effects of environmental smoke	2	0.12%
	health promotion theories and models	2	0.12%
	cindy roegge duke	2	0.12%
	occupational respiratory disorders	2	0.12%
	epa autism	1	0.06%
	hbm in occupational health and safety	1	0.06%

	neurotoxicology methods ppt	1	0.06%
	cincinnati childrens hospital medical center abbreviations	1	0.06%
3. google uk	what can prevent traffic pollution affecting asthma	2	0.12%
	community–intervention	2	0.12%
	asthma air pollution pm2.5	2	0.12%
	epa approved home lead sampling kits	2	0.12%
	what happens when the lungs only inhale 60 per cent air	1	0.06%
	meconium analysis study 2006	1	0.06%
	fishing licensing usepa	1	0.06%
	relationships between environmental health and community development	1	0.06%
	good responses to sodium valproate in autistic children	1	0.06%
	autism	1	0.06%
	home lead sampling vides from university of cincinnati	1	0.06%
	why is it that internists do not follow guidelines for preventing intravascular catheter infections	1	0.06%
	rodent infestation in rental property	1	0.06%
	defined functions of children centres	1	0.06%
	repiratory diagram	1	0.06%
	recent publications furlong pon polymorphisms	1	0.06%
	do fillings harm your baby	1	0.06%
	children environment questions	1	0.06%
	publications list	1	0.06%
	health and safety rights in building leaking roofs	1	0.06%
4. google canada	cincinnati	2	0.12%
	detoxification from pesticide exposure	1	0.06%
	selecting project diagram picture	1	0.06%
	basic research	1	0.06%
	purchase kids and chemicals bill moyer	1	0.06%
	heavy metal mining health risks	1	0.06%
	national academy of sciences has issued recommendation to move away from single–chemical assessments	1	0.06%
	pest control for mice is it safe when you are pregnant?	1	0.06%
	12 ugly truths behind the myth of cosmetics safety	1	0.06%
	paraoxonase human brain	1	0.06%
	california university clothes	1	0.06%
	this document addresses only risks to human health from multichemical exposures	1	0.06%
	engel mount sinai toronto obstetrician	1	0.06%
	underground railroad detroit river rail tunnel	1	0.06%
	abandoned homes mold rats	1	0.06%
	calendar with children	1	0.06%
	toronto blood type secretor test	1	0.06%

	columbia environmental health children autism	1 0.06%
	pet safe exterminate mice	1 0.06%
	environmental health perspective 2002 jacobson	1 0.06%
5. google australia	prevention of pcbs	2 0.12%
	team work	2 0.12%
	environmental questions for kids	1 0.06%
	the reproductive system video for children	1 0.06%
	cognitive development diagrams	1 0.06%
	allergy and virus induced pathways of asthma	1 0.06%
	autistic school cleaning chemicals research	1 0.06%
	how not to mix pesticides	1 0.06%
	cherednichenko university of california	1 0.06%
	white blood cell for kids	1 0.06%
	can sodium valproate improve learning in children with autism	1 0.06%
	video on pollution for children	1 0.06%
	priorities for giving information to children with asthma	1 0.06%
	john hopkins centres	1 0.06%
	providing resources for children allow	1 0.06%
	animal respiration overview	1 0.06%
	air pollutioin and asthma and video	1 0.06%
	simulation snp effects	1 0.06%
	neurodevelopment disorder	1 0.06%
	effects of chlordane	1 0.06%
6. msn	cincinnati childrens play centers	2 0.12%
	lead risk assessment video	2 0.12%
	child neuro/developmental health in new jersey	1 0.06%
	neurodevelopmental development in children	1 0.06%
	neurobehavior studies nj	1 0.06%
	pesticide and children	1 0.06%
	columbia center for childrens environmental health	1 0.06%
	children attendance signs	1 0.06%
	pesticides	1 0.06%
	pesticide effects in toddlers	1 0.06%
	pesticides and children	1 0.06%
	autistic disorders in children	1 0.06%
	gcms analysis of enterolactone	1 0.06%
	basic information about the child	1 0.06%
	roaches children health	1 0.06%
	roaches and childrens	1 0.06%
	obese children centers disease control	1 0.06%
	abstract carpet	1 0.06%
	breath of air	1 0.06%

	behaviorial research centers in illinois	1	0.06%
7. aol netfind	effect of heavy metal in children	2	0.12%
	sickle cell anemia and the nile river and environmental adaptation	1	0.06%
	autistic features and high arsenic levels	1	0.06%
	autism treatment programs neurodevelopment	1	0.06%
	michigan hud and cockroaches	1	0.06%
	asthma southern california	1	0.06%
	ahna blutreich	1	0.06%
	autism lipids university	1	0.06%
	section assistance in detroit, mi	1	0.06%
	cockroach research johns hopkins	1	0.06%
	population of university of illinois	1	0.06%
	of m/ research on roaches	1	0.06%
	roaches	1	0.06%
8. google germany	dasibi 1008–pc manual	2	0.12%
	harvard abstracts	1	0.06%
	epa.gov chs health study	1	0.06%
	asthma alternaria	1	0.06%
	organophosphate	1	0.06%
	traffic air pollution and asthma	1	0.06%
	e.t.s.columbien	1	0.06%
	dorsolateral prefrontal cortex	1	0.06%
	dey ipratrop	1	0.06%
	phthalate exposure	1	0.06%
	13 annual conference of the international society bradman factors predicting organophosphate pesticide exposures to infants	1	0.06%
9. yahoo canada	cookson–type reagent ptad, vitamin	1	0.06%
	olanzapine and children	1	0.06%
	respir actin b–12	1	0.06%
	smoking in utero	1	0.06%
	low potassium airway	1	0.06%
	cookson–type reagent	1	0.06%
	health promotion theories	1	0.06%
10. yahoo uk &ireland	health promotion theories	2	0.12%
	environmental geochemistry and acute diseas	1	0.06%
	environmental factors autism	1	0.06%
	research protocol neurodevelopmental	1	0.06%
	key factors and influences on children's health and safety	1	0.06%
	children and autism and other disorderes linked	1	0.06%
11. google france	university of duke	1	0.06%
	effect of prolonged acetylcholinesterase inhibition of postnatal brain development in rabbit;level of serotonin in different brain region	1	0.06%

	philip landrigan mount sinai	1	0.06%
	pesticides	1	0.06%
	children ethanol brain postnatal	1	0.06%
	thp1 macrophage pma lps	1	0.06%
12. yahoo japan	nf reporter assay copies	1	0.06%
	cpg oligodeoxynucleotides	1	0.06%
	survival data and diagnostic marker	1	0.06%
	redox factor	1	0.06%
	rhinovirus, detect,	1	0.06%
	noroviruses bind to human abo, lewis, and secretor histo–blood group antigens	1	0.06%
13. google italy	mitochondrial function and auditory sensitivity in autism	1	0.06%
	center for children's environmental health research	1	0.06%
	lactobacillus infantis	1	0.06%
	what is cholinesterase	1	0.06%
14. yahoo spain	epa.gov	3	0.18%
	www.epa.gov	1	0.06%
15. yahoo india	environmental health relatad to children	1	0.06%
	health of women and children and the environment	1	0.06%
16. yandex	cytokines, cor pulmonale	1	0.06%
	nikon 700d	1	0.06%
17. altavista	air pollution pdf in usa with references	1	0.06%
	children med	1	0.06%
18. yahoo singapore	krishna, s.h. developments and trends in enzyme catalysis in nonconventional media. biotechnol. adv. 2002, 20:239–267	1	0.06%
	center for the study of autism	1	0.06%
19. yahoo taiwan	eosinophils asthma blood genotype smoking	1	0.06%
	nf–κb apoptosis	1	0.06%
20. cnet search.com	michigan housing laws cockroaches	1	0.06%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	of	163	10.02%
	in	123	7.56%
	health	114	7.01%
	children	107	6.58%
	for	84	5.17%
	environmental	80	4.92%
	asthma	78	4.80%
	autism	77	4.74%

	university	74	4.55%
	center	66	4.06%
	the	57	3.51%
	children's	52	3.20%
	research	48	2.95%
	epa	48	2.95%
	detroit	39	2.40%
	to	39	2.40%
	on	37	2.28%
	california	36	2.21%
	sinai	32	1.97%
	pesticides	30	1.85%
2. yahoo	of	64	3.94%
	children	48	2.95%
	health	38	2.34%
	in	35	2.15%
	environmental	27	1.66%
	autism	25	1.54%
	research	24	1.48%
	on	22	1.35%
	the	16	0.98%
	to	16	0.98%
	with	14	0.86%
	pesticides	13	0.80%
	effects	11	0.68%
	theories	11	0.68%
	for	11	0.68%
	center	10	0.62%
	abstract	10	0.62%
	disorders	9	0.55%
	development	9	0.55%
	dust	9	0.55%
3. google uk	asthma	7	0.43%
	children	5	0.31%
	pollution	5	0.31%
	in	5	0.31%
	lead	4	0.25%
	autism	4	0.25%
	for	4	0.25%
	air	4	0.25%
	university	3	0.18%
	of	3	0.18%

	sampling	3	0.18%
	home	3	0.18%
	to	3	0.18%
	what	3	0.18%
	traffic	3	0.18%
	kits	2	0.12%
	approved	2	0.12%
	how	2	0.12%
	that	2	0.12%
	is	2	0.12%
4. google canada	of	7	0.43%
	environmental	4	0.25%
	the	4	0.25%
	health	4	0.25%
	mice	3	0.18%
	from	3	0.18%
	university	3	0.18%
	to	3	0.18%
	children	3	0.18%
	human	2	0.12%
	autism	2	0.12%
	risks	2	0.12%
	are	2	0.12%
	exterminate	2	0.12%
	california	2	0.12%
	in	2	0.12%
	safe	2	0.12%
	cincinnati	2	0.12%
	for	2	0.12%
	how	2	0.12%
5. google australia	for	6	0.37%
	children	5	0.31%
	of	5	0.31%
	video	3	0.18%
	asthma	3	0.18%
	kids	2	0.12%
	effects	2	0.12%
	prevention	2	0.12%
	with	2	0.12%
	pcbs	2	0.12%
	work	2	0.12%
	environmental	2	0.12%

	health	2	0.12%
	research	2	0.12%
	team	2	0.12%
	to	2	0.12%
	air	1	0.06%
	can	1	0.06%
	allow	1	0.06%
	pneumonitis	1	0.06%
6. msn	children	7	0.43%
	in	5	0.31%
	centers	4	0.25%
	childrens	4	0.25%
	assessment	4	0.25%
	health	3	0.18%
	asthma	3	0.18%
	video	2	0.12%
	roaches	2	0.12%
	child	2	0.12%
	pesticide	2	0.12%
	play	2	0.12%
	risk	2	0.12%
	pesticides	2	0.12%
	therapy	2	0.12%
	lead	2	0.12%
	cincinnati	2	0.12%
	of	2	0.12%
	jersey	1	0.06%
	center	1	0.06%
7. aol netfind	of	5	0.31%
	in	3	0.18%
	research	2	0.12%
	roaches	2	0.12%
	heavy	2	0.12%
	children	2	0.12%
	autism	2	0.12%
	effect	2	0.12%
	university	2	0.12%
	metal	2	0.12%
	michigan	1	0.06%
	illinois	1	0.06%
	lipids	1	0.06%
	neurodevelopment	1	0.06%

		high	1	0.06%
		the	1	0.06%
		ahna	1	0.06%
		southern	1	0.06%
		johns	1	0.06%
		cell	1	0.06%
8.	google germany	dasibi	2	0.12%
		1008–pc	2	0.12%
		organophosphate	2	0.12%
		asthma	2	0.12%
		manual	2	0.12%
		pollution	1	0.06%
		study	1	0.06%
		alternaria	1	0.06%
		international	1	0.06%
		cortex	1	0.06%
		dey	1	0.06%
		the	1	0.06%
		ipratrop	1	0.06%
		phthalate	1	0.06%
		harvard	1	0.06%
		pesticide	1	0.06%
		of	1	0.06%
		infants	1	0.06%
		e.t.s.columbien	1	0.06%
		bradman	1	0.06%
9.	yahoo canada	cookson–type	2	0.12%
		reagent	2	0.12%
		children	1	0.06%
		low	1	0.06%
		in	1	0.06%
		promotion	1	0.06%
		smoking	1	0.06%
		utero	1	0.06%
		b–12	1	0.06%
		olanzapine	1	0.06%
		respir	1	0.06%
		airway	1	0.06%
		ptad,	1	0.06%
		vitamin	1	0.06%
		theories	1	0.06%
		potassium	1	0.06%

		actin	1	0.06%
		health	1	0.06%
10.	yahoo uk &ireland	health	3	0.18%
		theories	2	0.12%
		promotion	2	0.12%
		environmental	2	0.12%
		autism	2	0.12%
		factors	2	0.12%
		disorderes	1	0.06%
		geochemistry	1	0.06%
		influences	1	0.06%
		research	1	0.06%
		linked	1	0.06%
		neurodevelopmental	1	0.06%
		on	1	0.06%
		safety	1	0.06%
		other	1	0.06%
		children's	1	0.06%
		diseas	1	0.06%
		acute	1	0.06%
		key	1	0.06%
		protocol	1	0.06%
11.	google france	of	4	0.25%
		brain	3	0.18%
		postnatal	2	0.12%
		in	2	0.12%
		pesticides	1	0.06%
		effect	1	0.06%
		philip	1	0.06%
		mount	1	0.06%
		macrophage	1	0.06%
		lps	1	0.06%
		inhibition	1	0.06%
		children	1	0.06%
		landrigan	1	0.06%
		university	1	0.06%
		ethanol	1	0.06%
		sinai	1	0.06%
		acetylcholinesterase	1	0.06%
		pma	1	0.06%
		serotonin	1	0.06%
		region	1	0.06%

12.	yahoo japan	data	1	0.06%
		group	1	0.06%
		rhinovirus,	1	0.06%
		oligodeoxynucleotides	1	0.06%
		lewis,	1	0.06%
		bind	1	0.06%
		antigens	1	0.06%
		to	1	0.06%
		secretor	1	0.06%
		marker	1	0.06%
		detect,	1	0.06%
		assay	1	0.06%
		histo−blood	1	0.06%
		reporter	1	0.06%
		human	1	0.06%
		redox	1	0.06%
		survival	1	0.06%
		factor	1	0.06%
		abo,	1	0.06%
		copies	1	0.06%
13.	google italy	sensitivity	1	0.06%
		infantis	1	0.06%
		autism	1	0.06%
		function	1	0.06%
		auditory	1	0.06%
		mitochondrial	1	0.06%
		research	1	0.06%
		center	1	0.06%
		cholinesterase	1	0.06%
		is	1	0.06%
		environmental	1	0.06%
		children's	1	0.06%
		lactobacillus	1	0.06%
		for	1	0.06%
		in	1	0.06%
		health	1	0.06%
		what	1	0.06%
14.	yahoo spain	epa.gov	3	0.18%
		www.epa.gov	1	0.06%
15.	yahoo india	children	2	0.12%
		health	2	0.12%
		the	1	0.06%

Activity by Search Engine

		relatad	1	0.06%
		of	1	0.06%
		environment	1	0.06%
		environmental	1	0.06%
		to	1	0.06%
		women	1	0.06%
16.	yandex	700d	1	0.06%
		cytokines,	1	0.06%
		cor	1	0.06%
		pulmonale	1	0.06%
		nikon	1	0.06%
17.	altavista	pollution	1	0.06%
		med	1	0.06%
		pdf	1	0.06%
		with	1	0.06%
		in	1	0.06%
		references	1	0.06%
		usa	1	0.06%
		air	1	0.06%
		children	1	0.06%
18.	yahoo singapore	in	2	0.12%
		developments	1	0.06%
		of	1	0.06%
		the	1	0.06%
		s.h.	1	0.06%
		2002,	1	0.06%
		trends	1	0.06%
		study	1	0.06%
		enzyme	1	0.06%
		catalysis	1	0.06%
		for	1	0.06%
		nonconventional	1	0.06%
		adv.	1	0.06%
		20:239–267	1	0.06%
		biotechnol.	1	0.06%
		media.	1	0.06%
		krishna,	1	0.06%
		autism	1	0.06%
		center	1	0.06%
19.	yahoo taiwan	asthma	1	0.06%
		apoptosis	1	0.06%
		blood	1	0.06%

		smoking	1	0.06%
		genotype	1	0.06%
		eosinophils	1	0.06%
		nf–Îºb	1	0.06%
20.	cnet search.com	cockroaches	1	0.06%
		laws	1	0.06%
		housing	1	0.06%
		michigan	1	0.06%

Activity by Search Engine – Help Card

?   <u>**Top Search Engines Table**</u>

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

<u>**Top Search Engines with Search Phrases Detail Table**</u>

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

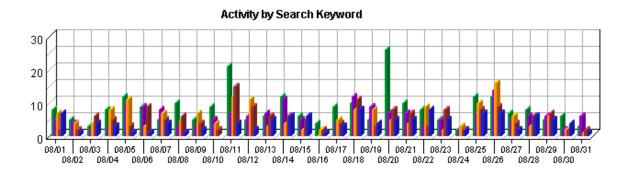**%** – Percentage of visitors referred from search engines who used the specified search engine and phrase.

<u>**Top Search Engines with Keywords Detail Table**</u>

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.

Activity by Search Phrase

	Phrases	Referrals	%
1.	roach baits safe pregnancy	15	0.92%
2.	naepp warning signs of an asthma episode	14	0.86%
3.	duke university logo	12	0.74%
4.	california davis	10	0.62%
5.	team work	9	0.55%
6.	pregnant logo	6	0.37%
7.	neurodevelopmental disorders	6	0.37%
8.	pesticides	5	0.31%
9.	assessing child with autism 5–6 years old	5	0.31%
10.	health promotion theories	4	0.25%
11.	uc davis map	4	0.25%
12.	como se previene el asma	4	0.25%
13.	cincinnati	4	0.25%
14.	recurrent upper respiratory with anti oxidant	4	0.25%
15.	lead poisoning	4	0.25%
16.	health continuum	3	0.18%
17.	university of harvard	3	0.18%
18.	duke university map	3	0.18%
19.	neurodevelopmental disorders in children	3	0.18%
20.	you are what you eat	3	0.18%
	Subtotal	**121**	**7.44%**

Total		**1,626**	**100.00%**

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. roach baits safe pregnancy	google	15	0.92%
2. naepp warning signs of an asthma episode	google	14	0.86%
3. duke university logo	google	12	0.74%
4. california davis	google	9	0.55%
	google canada	1	0.06%
5. team work	google	7	0.43%
	google australia	2	0.12%
6. pregnant logo	google	6	0.37%
7. neurodevelopmental disorders	yahoo	3	0.18%
	google	2	0.12%
	google australia	1	0.06%
8. pesticides	google	3	0.18%
	google france	1	0.06%
	msn	1	0.06%
9. assessing child with autism 5–6 years old	google	5	0.31%
10. health promotion theories	yahoo uk &ireland	2	0.12%
	yahoo	1	0.06%
	yahoo canada	1	0.06%
11. uc davis map	google	4	0.25%
12. como se previene el asma	google	4	0.25%
13. cincinnati	google canada	2	0.12%
	google	2	0.12%
14. recurrent upper respiratory with anti oxidant	yahoo	4	0.25%
15. lead poisoning	google	4	0.25%
16. health continuum	google	3	0.18%
17. university of harvard	google	3	0.18%
18. duke university map	google	2	0.12%
	google uk	1	0.06%
19. neurodevelopmental disorders in children	google uk	1	0.06%
	google	1	0.06%
	yahoo	1	0.06%
20. you are what you eat	google	3	0.18%

Activity by Search Phrase

?   <u>**Top Search Phrases Table**</u>

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

<u>**Top Search Phrases with Engines Detail Table**</u>

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

––

♀   How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.

Activity by Search Keyword

	Keywords	Referrals	%
1.	of	256	3.52%
2.	children	183	2.51%
3.	in	182	2.50%
4.	health	171	2.35%
5.	environmental	120	1.65%
6.	autism	115	1.58%
7.	for	110	1.51%
8.	asthma	104	1.43%
9.	university	90	1.24%
10.	the	84	1.15%
11.	research	83	1.14%
12.	center	80	1.10%
13.	to	66	0.91%
14.	on	64	0.88%
15.	children's	63	0.87%
16.	epa	57	0.78%
17.	pesticides	48	0.66%
18.	california	42	0.58%
19.	detroit	41	0.56%
20.	with	39	0.54%
	Subtotal	**1,998**	**27.45%**
	Total	**7,278**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. of	google	163	2.24%
	yahoo	64	0.88%
	google canada	7	0.10%
	google australia	5	0.07%
	aol netfind	5	0.07%
	google france	4	0.05%
	google uk	3	0.04%
	msn	2	0.03%
	google germany	1	0.01%
	yahoo india	1	0.01%
	yahoo singapore	1	0.01%
2. children	google	107	1.47%
	yahoo	48	0.66%
	msn	7	0.10%
	google australia	5	0.07%
	google uk	5	0.07%
	google canada	3	0.04%
	yahoo india	2	0.03%
	aol netfind	2	0.03%
	altavista	1	0.01%
	yahoo canada	1	0.01%
	google france	1	0.01%
	yahoo uk &ireland	1	0.01%
3. in	google	123	1.69%
	yahoo	35	0.48%
	msn	5	0.07%
	google uk	5	0.07%
	aol netfind	3	0.04%
	google canada	2	0.03%
	yahoo singapore	2	0.03%
	google france	2	0.03%
	google italy	1	0.01%
	yahoo australia &nz	1	0.01%
	yahoo canada	1	0.01%
	google australia	1	0.01%
	altavista	1	0.01%
4. health	google	114	1.57%
	yahoo	38	0.52%
	google canada	4	0.05%

	yahoo uk &ireland	3	0.04%
	msn	3	0.04%
	yahoo india	2	0.03%
	google uk	2	0.03%
	google australia	2	0.03%
	google italy	1	0.01%
	google germany	1	0.01%
	yahoo canada	1	0.01%
5. environmental	google	80	1.10%
	yahoo	27	0.37%
	google canada	4	0.05%
	yahoo uk &ireland	2	0.03%
	google australia	2	0.03%
	msn	1	0.01%
	google uk	1	0.01%
	google italy	1	0.01%
	aol netfind	1	0.01%
	yahoo india	1	0.01%
6. autism	google	77	1.06%
	yahoo	25	0.34%
	google uk	4	0.05%
	aol netfind	2	0.03%
	google canada	2	0.03%
	yahoo uk &ireland	2	0.03%
	google italy	1	0.01%
	yahoo singapore	1	0.01%
	google australia	1	0.01%
7. for	google	84	1.15%
	yahoo	11	0.15%
	google australia	6	0.08%
	google uk	4	0.05%
	google canada	2	0.03%
	google italy	1	0.01%
	msn	1	0.01%
	yahoo singapore	1	0.01%
8. asthma	google	78	1.07%
	yahoo	9	0.12%
	google uk	7	0.10%
	msn	3	0.04%
	google australia	3	0.04%
	google germany	2	0.03%
	aol netfind	1	0.01%

	yahoo taiwan	1	0.01%
9. university	google	74	1.02%
	yahoo	6	0.08%
	google canada	3	0.04%
	google uk	3	0.04%
	aol netfind	2	0.03%
	google france	1	0.01%
	google australia	1	0.01%
10. the	google	57	0.78%
	yahoo	16	0.22%
	google canada	4	0.05%
	yahoo india	1	0.01%
	google australia	1	0.01%
	msn	1	0.01%
	aol netfind	1	0.01%
	google germany	1	0.01%
	google uk	1	0.01%
	yahoo singapore	1	0.01%
11. research	google	48	0.66%
	yahoo	24	0.33%
	aol netfind	2	0.03%
	google canada	2	0.03%
	google uk	2	0.03%
	google australia	2	0.03%
	google italy	1	0.01%
	msn	1	0.01%
	yahoo uk &ireland	1	0.01%
12. center	google	66	0.91%
	yahoo	10	0.14%
	google italy	1	0.01%
	google canada	1	0.01%
	msn	1	0.01%
	yahoo singapore	1	0.01%
13. to	google	39	0.54%
	yahoo	16	0.22%
	google canada	3	0.04%
	google uk	3	0.04%
	google australia	2	0.03%
	yahoo india	1	0.01%
	google germany	1	0.01%
	yahoo japan	1	0.01%
14. on	google	37	0.51%

	yahoo	22	0.30%
	google uk	1	0.01%
	google australia	1	0.01%
	aol netfind	1	0.01%
	yahoo uk &ireland	1	0.01%
	google canada	1	0.01%
15. children's	google	52	0.71%
	yahoo	8	0.11%
	google italy	1	0.01%
	yahoo uk &ireland	1	0.01%
	google uk	1	0.01%
16. epa	google	48	0.66%
	yahoo	4	0.05%
	google uk	2	0.03%
	msn	1	0.01%
	google japan	1	0.01%
	google australia	1	0.01%
17. pesticides	google	30	0.41%
	yahoo	13	0.18%
	msn	2	0.03%
	google australia	1	0.01%
	google uk	1	0.01%
	google france	1	0.01%
18. california	google	36	0.49%
	yahoo	2	0.03%
	google canada	2	0.03%
	google australia	1	0.01%
	aol netfind	1	0.01%
19. detroit	google	39	0.54%
	yahoo	1	0.01%
	google canada	1	0.01%
20. with	google	21	0.29%
	yahoo	14	0.19%
	google australia	2	0.03%
	altavista	1	0.01%
	google canada	1	0.01%

Activity by Search Keyword – Help Card

? __Top Search Keywords Table__

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

__Top Search Keywords Table with Engines Detail Table__

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.

––

♀ At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Hits Trend

Hit Summary

Successful Hits for Entire Site	33,447
Average Hits per Day	1,078
Home Page Hits	944

Bandwidth: Kbytes Transferred Trend

Technical Statistics
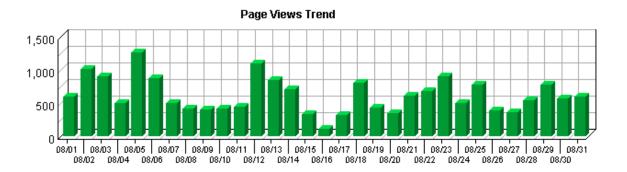
Total Hits	35,994	100%
Successful Hits	33,447	92.92%
Failed Hits	2,547	7.08%
Cached Hits	4,489	12.47%

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.

Page Views Trend

Time Interval	Page Views	%
08/01	595	3.12%
08/02	1,019	5.35%
08/03	905	4.75%
08/04	504	2.64%
08/05	1,263	6.63%
08/06	879	4.61%
08/07	502	2.63%
08/08	417	2.19%
08/09	398	2.09%
08/10	423	2.22%
08/11	451	2.37%
08/12	1,094	5.74%
08/13	848	4.45%
08/14	706	3.70%
08/15	336	1.76%
08/16	108	0.57%
08/17	313	1.64%
08/18	804	4.22%
08/19	427	2.24%
08/20	353	1.85%
08/21	618	3.24%
08/22	675	3.54%
08/23	907	4.76%
08/24	501	2.63%
08/25	771	4.04%

08/26	389	2.04%
08/27	364	1.91%
08/28	539	2.83%
08/29	784	4.11%
08/30	566	2.97%
08/31	604	3.17%
Total	**19,063**	**100.00%**

Page Views Trend – Help Card

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.
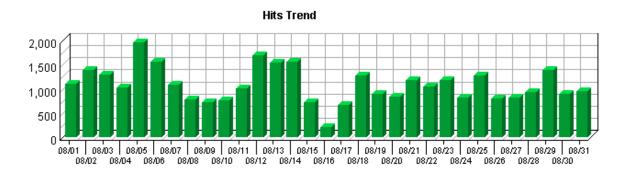
––

♀ Periods of less activity can be considered good times for maintenance and content improvement.

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.

Hits Trend

Time Interval	Hits	%
08/01	1,097	3.28%
08/02	1,385	4.14%
08/03	1,293	3.87%
08/04	1,023	3.06%
08/05	1,965	5.87%
08/06	1,564	4.68%
08/07	1,093	3.27%
08/08	788	2.36%
08/09	720	2.15%
08/10	767	2.29%
08/11	1,017	3.04%
08/12	1,695	5.07%
08/13	1,544	4.62%
08/14	1,566	4.68%
08/15	722	2.16%
08/16	205	0.61%
08/17	676	2.02%
08/18	1,271	3.80%
08/19	903	2.70%
08/20	833	2.49%
08/21	1,172	3.50%
08/22	1,052	3.15%
08/23	1,184	3.54%
08/24	821	2.45%
08/25	1,280	3.83%

08/26	807	2.41%
08/27	824	2.46%
08/28	925	2.77%
08/29	1,398	4.18%
08/30	896	2.68%
08/31	961	2.87%
Total	**33,447**	**100.00%**

Hits Trend – Help Card

?   **Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Time Interval – A one−year report displays monthly time increments. A one−quarter report displays weekly time increments. A one−month report or a one−week report displays daily time increments. A daily report displays hourly time increments. An hour−long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of hits that occurred during the specified time interval.
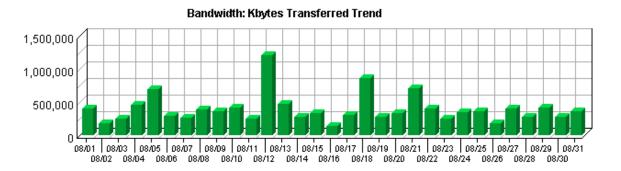
−−

♀   Periods of less activity can be considered good times for maintenance and content improvement.

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.
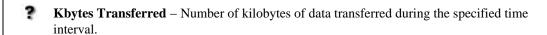
Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
08/01	404,058	3.33%
08/02	175,875	1.45%
08/03	249,021	2.05%
08/04	457,541	3.77%
08/05	696,871	5.74%
08/06	291,051	2.40%
08/07	257,411	2.12%
08/08	387,573	3.19%
08/09	367,632	3.03%
08/10	413,504	3.41%
08/11	252,286	2.08%
08/12	1,212,960	10.00%
08/13	475,206	3.92%
08/14	270,975	2.23%
08/15	330,917	2.73%
08/16	134,555	1.11%
08/17	302,293	2.49%
08/18	867,071	7.15%
08/19	274,657	2.26%
08/20	329,537	2.72%
08/21	712,207	5.87%
08/22	399,520	3.29%
08/23	243,173	2.00%
08/24	348,976	2.88%
08/25	365,636	3.01%

08/26	179,229	1.48%
08/27	396,807	3.27%
08/28	282,570	2.33%
08/29	411,222	3.39%
08/30	275,818	2.27%
08/31	364,769	3.01%
Total	**12,130,907**	**100.00%**

Bandwidth: Kbytes Transferred Trend – Help Card

? **Kbytes Transferred** – Number of kilobytes of data transferred during the specified time interval.

Time Interval – A one−year report displays monthly time increments. A one−quarter report displays weekly time increments. A one−month report or a one−week report displays daily time increments. A daily report displays hourly time increments. An hour−long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.
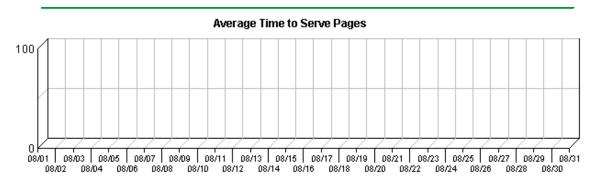
−−

♀ Periods of less activity can be considered good times for maintenance and content improvement.

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.
Note: Not all web servers log the information necessary to create this report.

Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
08/01	0	595	0
08/02	0	1,019	0
08/03	0	905	0
08/04	0	504	0
08/05	0	1,263	0
08/06	0	879	0
08/07	0	502	0
08/08	0	417	0
08/09	0	398	0
08/10	0	423	0
08/11	0	451	0
08/12	0	1,094	0
08/13	0	848	0
08/14	0	706	0
08/15	0	336	0
08/16	0	108	0
08/17	0	313	0
08/18	0	804	0
08/19	0	427	0
08/20	0	353	0
08/21	0	618	0
08/22	0	675	0
08/23	0	907	0
08/24	0	501	0
08/25	0	771	0

08/26	0	389	0
08/27	0	364	0
08/28	0	539	0
08/29	0	784	0
08/30	0	566	0
08/31	0	604	0
Total	**0**	**19,063**	**0.0**

<table>
<tr><td colspan="2" align="center">Average Time to Serve Pages – Help Card</td></tr>
<tr><td>?</td><td>

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

</td></tr>
<tr><td>💡</td><td>

––

Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

</td></tr>
</table>

Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.
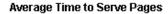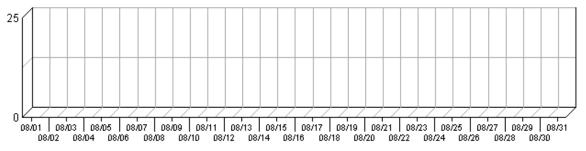
Technical Statistics

Total Hits	35,994	100%
Successful Hits	33,447	92.92%
Failed Hits	2,547	7.08%
Cached Hits	4,489	12.47%

Client Errors

File Not Found Errors

Client Errors

This report identifies the error codes from the browsers accessing your server.

Client Errors

Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden	1,649	64.74%
2.	404 Not Found	876	34.39%
3.	405 Method Not Allowed	16	0.63%
4.	412 Precondition Failed	4	0.16%
5.	413 Request Entity Too Large	1	0.04%
6.	400 Bad Request	1	0.04%
	Total	**2,547**	**100.00%**

Client Errors – Help Card

? **Client Errors** – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

—

♀ Use this page to determine what maintenance is necessary.

File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.

File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ mtsinai_2006.html	24	2.74%
2.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ umdnj_021807.html	20	2.28%
3.	**/ncer/childrenscenters/full– text/33944.html** (no referrer)	16	1.83%
4.	**/ncer/childrenscenters/ outreach_docs/multimedia.html** (no referrer)	16	1.83%
5.	**/ncer/childrenscenters/ outreach_docs/children.css** http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ home_lead_segment.html	15	1.71%
6.	**/ncer/childrenscenters/ outreach_docs/children.css** http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ asthma_trans_seg3.html	12	1.37%
7.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucdavis_080807.html	12	1.37%
8.	**/ncer/childrenscenters/ FULL_TEXT/33380.html**	10	1.14%

	(no referrer)		
9.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucin_100506.html	10	1.14%
10.	**/ncer/childrenscenters/ outreach_docs/children.css** http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ asthma_trans_seg4.html	10	1.14%
11.	**/ncer/childrenscenters/ FULL_TEXT/33371.html** (no referrer)	9	1.03%
12.	**/ncer/childrenscenters/ FULL_TEXT/33368.html** (no referrer)	9	1.03%
13.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ centersEHP1006.html	9	1.03%
14.	**/ncer/childrenscenters/ FULL_TEXT/33376.html** (no referrer)	9	1.03%
15.	**/ncer/childrenscenters/ FULL_TEXT/33341.html** (no referrer)	9	1.03%
16.	**/ncer/childrenscenters/ eskenazi2004/** (no referrer)	9	1.03%
17.	**/ncer/childrenscenters/ full_text/children.css** http://es.epa.gov/ncer/ childrenscenters/full_text/ child_neuro_2003−4.html	9	1.03%
18.	**/ncer/childrenscenters/ news_stories/children.css** http://es.epa.gov/ncer/ childrenscenters/news_stories/ duke051507.html	9	1.03%
19.	**/ncer/childrenscenters/ FULL_TEXT/33361.html** (no referrer)	9	1.03%
20.	**/ncer/childrenscenters/full– text/33945.html** (no referrer)	9	1.03%
	Subtotal	**235**	**26.83%**
	Other	**641**	**73.17%**
	Total	**876**	**100.00%**

	File Not Found Errors – Help Card

? **Hits** – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – Percentage of the total 404 and 410 errors that were for this file.

––

♀ Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

Server Errors

This report lists the errors which occurred on the server.

These errors did not occur in the log data during the requested reporting period.

Server Errors – Help Card

? **Hits** – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
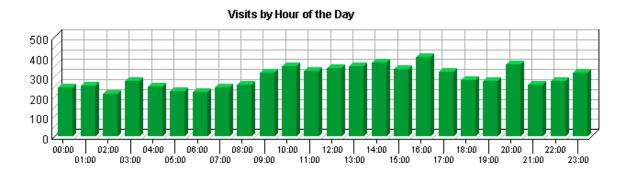
HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.
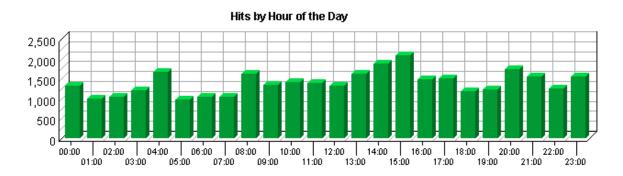
––

Q Use this page to determine what maintenance is necessary.

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

Hits by Hour of the Day

Most Active Summary

Most Active Date	August 05, 2008
Number of Hits on Most Active Date	1,965
Most Active Day of the Week	Tue
Most Active Hour of the Day	15:00–15:59

Activity on Weekdays Summary
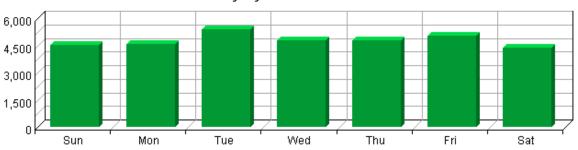
Total Hits Weekdays	24,539
Total Visits Weekdays	5,293
Average Number of **Visits** per day on Weekdays	252
Average Number of **Hits** per day on Weekdays	1,168

Average Time to Serve Pages

Hits by Day of the Week
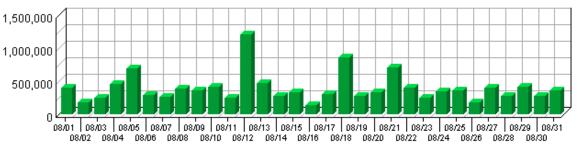
Least Active Summary

Least Active Date	August 16, 2008
Number of Hits on Least Active Date	205
Least Active Day of the Week	Sat
Least Active Hour of the Day	05:00–05:59

Activity on Weekends Summary

Total Hits Weekend	8,908
Total Visits Weekend	1,797
Average Number of **Visits** per Weekend	359
Average Number of **Hits** per Weekend	1,781
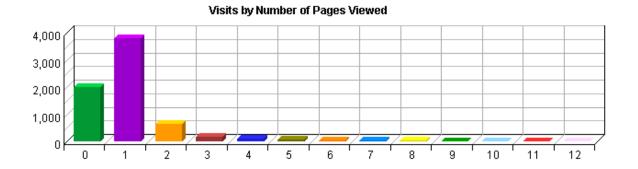
Bandwidth: Kbytes Transferred Trend

Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.

Visits by Number of Pages Viewed

Number of Pages Viewed	Visits	%
0	2,006	28.27%
1	3,806	53.64%
2	637	8.98%
3	185	2.61%
4	87	1.23%
5	54	0.76%
6	30	0.42%
7	23	0.32%
8	23	0.32%
9	16	0.23%
10	11	0.16%
11	7	0.10%
12	7	0.10%
Subtotal	**6,892**	**97.14%**
Other	**203**	**2.86%**
Total	**7,095**	**100.00%**

Visits by Number of Pages Viewed – Help Card

? **Number of Pages Viewed** – The number of pages viewed during a visit. If the visitor viewed only non–page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default
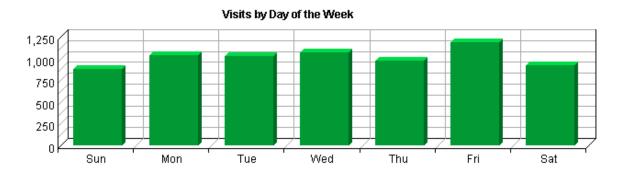
idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% − Percentage of total visits by people who viewed the specified number of pages.

−−

💡 You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.

Visits by Day of the Week

Day	Visits	%
Sun	879	12.40%
Mon	1,034	14.58%
Tue	1,026	14.47%
Wed	1,071	15.11%
Thu	975	13.75%
Fri	1,187	16.74%
Sat	918	12.95%
Total Weekend	**1,797**	**25.35%**
Total Weekdays	**5,293**	**74.65%**
Total	**7,090**	**100.00%**

Visits by Day of the Week – Help Card

? **Day** – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that occurred on the specified day of the week.
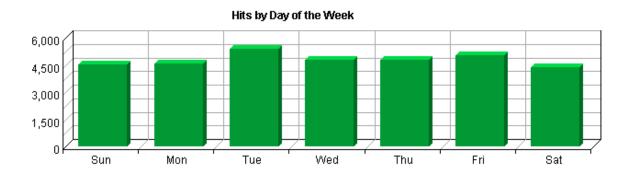
——

♀ Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
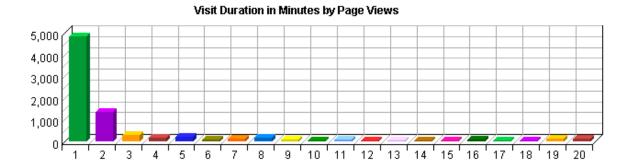
Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.

Hits by Day of the Week

Day	Hits	%
Sun	4,518	13.51%
Mon	4,591	13.73%
Tue	5,370	16.06%
Wed	4,765	14.25%
Thu	4,756	14.22%
Fri	5,057	15.12%
Sat	4,390	13.13%
Total Weekend	**8,908**	**26.63%**
Total Weekdays	**24,539**	**73.37%**
Total	**33,447**	**100.00%**

Hits by Day of the Week – Help Card

? **Day** – Specified day of the week being tracked.

Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

––

Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.

Visits by Hour of the Day
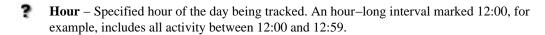
Hour	Visits	%
00:00	247	3.48%
01:00	253	3.57%
02:00	211	2.98%
03:00	276	3.89%
04:00	248	3.50%
05:00	226	3.19%
06:00	223	3.15%
07:00	246	3.47%
08:00	258	3.64%
09:00	321	4.53%
10:00	351	4.95%
11:00	329	4.64%
12:00	342	4.82%
13:00	350	4.94%
14:00	370	5.22%
15:00	337	4.75%
16:00	397	5.60%
17:00	325	4.58%
18:00	284	4.01%
19:00	277	3.91%
20:00	361	5.09%
21:00	260	3.67%
22:00	279	3.94%
23:00	319	4.50%
Total Visits during Work Hours (8:00am–5:00pm)	**3,055**	**43.09%**

Total Visits during After Hours (5:01pm–7:59am)	4,035	56.91%
Total	**7,090**	**100.00%**

Summary of Visits by Hour of the Day

Most Active Hour of the Day	16:00–16:59
Least Active Hour of the Day	02:00–02:59

Visits by Hour of the Day – Help Card

? **Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.
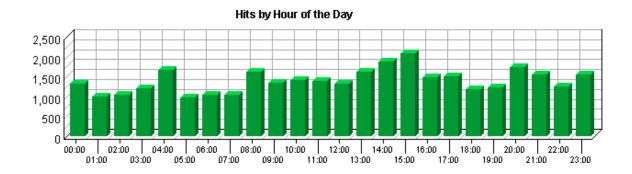
Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site that occurred during the specified hour.

––

♀ This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.

Hits by Hour of the Day
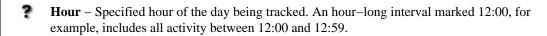
Hour	Hits	%
00:00	1,317	3.94%
01:00	996	2.98%
02:00	1,037	3.10%
03:00	1,198	3.58%
04:00	1,664	4.98%
05:00	981	2.93%
06:00	1,039	3.11%
07:00	1,036	3.10%
08:00	1,613	4.82%
09:00	1,354	4.05%
10:00	1,422	4.25%
11:00	1,399	4.18%
12:00	1,320	3.95%
13:00	1,623	4.85%
14:00	1,870	5.59%
15:00	2,081	6.22%
16:00	1,484	4.44%
17:00	1,495	4.47%
18:00	1,180	3.53%
19:00	1,232	3.68%
20:00	1,747	5.22%
21:00	1,556	4.65%
22:00	1,258	3.76%
23:00	1,545	4.62%

Total Hits during Work Hours (8:00am–5:00pm)	14,166	42.35%
Total Hits during After Hours (5:01pm–7:59am)	19,281	57.65%
Total	**33,447**	**100.00%**

Summary of Hits by Hour of the Day

Most Active Hour of the Day	15:00–15:59
Least Active Hour of the Day	05:00–05:59

Hits by Hour of the Day – Help Card

?   **Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.
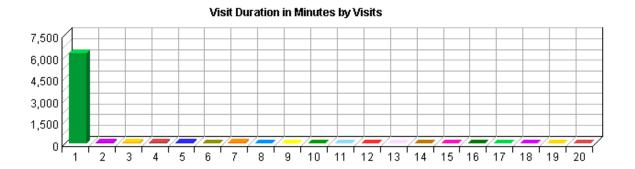
Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

––

♀   This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.

Visit Duration in Minutes by Visits

Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0–1	6,216	87.61%
1–2	74	1.04%
2–3	47	0.66%
3–4	44	0.62%
4–5	39	0.55%
5–6	27	0.38%
6–7	32	0.45%
7–8	23	0.32%
8–9	25	0.35%
9–10	19	0.27%
10–11	14	0.20%
11–12	19	0.27%
12–13	16	0.23%
13–14	17	0.24%
14–15	13	0.18%
15–16	20	0.28%
16–17	10	0.14%
17–18	8	0.11%
18–19	12	0.17%
19–20	14	0.20%
Subtotal	**6,689**	**94.28%**
Other	**406**	**5.72%**
Total	**7,095**	**100.00%**

?   **Visit Duration (minutes)** – The number of minutes your web site was viewed.

Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who viewed your page for the specified duration of time.

−−
♀   This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.

Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0–1	4,828	25.29%
1–2	1,337	7.00%
2–3	290	1.52%
3–4	163	0.85%
4–5	222	1.16%
5–6	89	0.47%
6–7	123	0.64%
7–8	161	0.84%
8–9	88	0.46%
9–10	56	0.29%
10–11	103	0.54%
11–12	57	0.30%
12–13	43	0.23%
13–14	59	0.31%
14–15	33	0.17%
15–16	66	0.35%
16–17	38	0.20%
17–18	24	0.13%
18–19	142	0.74%
19–20	137	0.72%
Subtotal	**8,059**	**42.22%**
Other	**11,028**	**57.78%**
Total	**19,087**	**100.00%**

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.
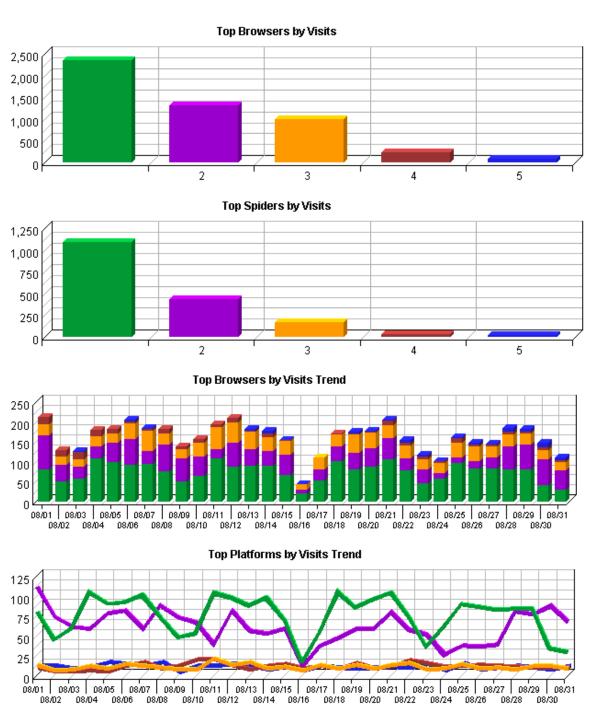
% – Percentage of visitors who viewed your page for the specified duration of time.

––

♀ This information tells you how many visitors view your site for specific intervals of time.
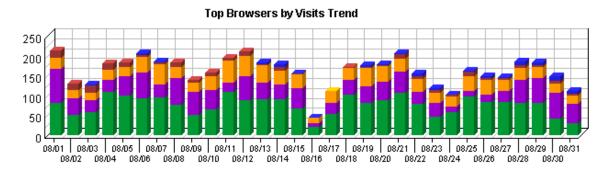
Browsers and Platforms Dashboard
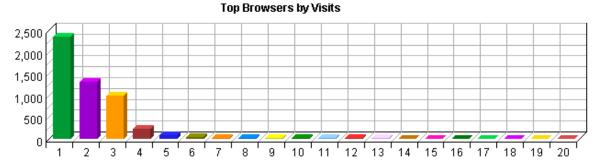
This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Browsers by Visits

Top Spiders by Visits

Top Browsers by Visits Trend

Top Platforms by Visits Trend

Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Top Browsers by Visits Trend

Top Browsers by Visits

Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	**2,348**	**44.49%**	9,443
2.	msnbot/1.1 (http://search.msn.com/msnbot.htm)	**1,316**	**24.94%**	2,091
3.	Mozilla	**986**	**18.68%**	3,526
4.	Other Netscape Compatible	**236**	**4.47%**	1,315
5.	msnbot−media/1.1 (http://search.msn.com/msnbot.htm)	**82**	**1.55%**	120
6.	NLESE USEPA	**33**	**0.63%**	1,189
7.	InfoMinder (V2.0 Win32)	**29**	**0.55%**	58
8.	Netscape	**26**	**0.49%**	53
9.	Others	**25**	**0.47%**	155
10.	ColdFusion	**18**	**0.34%**	20
11.	Safari	**17**	**0.32%**	47
12.	Jakarta Commons−HttpClient/3.0.1	**16**	**0.30%**	1,004
13.	Yandex/1.01.001 (compatible; Win16; I)	**14**	**0.27%**	969
14.	Wget/1.10.2 (Red Hat modified)	**10**	**0.19%**	13
15.	Opera	**10**	**0.19%**	25
16.	WebVac (webmaster@pita.stanford.edu WebVac.org)	**10**	**0.19%**	814
17.	psbot/0.1 (http://www.picsearch.com/bot.html)	**8**	**0.15%**	11

18.	CCBot/1.0 (http://www.commoncrawl.org/bot.html)	**6**	**0.11%**	7
19.	NutchCVS/0.7.2 (Nutch; http://lucene.apache.org/nutch/bot.html; nutch−agent@lucene.apache.org)	**6**	**0.11%**	7
20.	Java/1.5.0_16	**5**	**0.09%**	5
	Subtotal	**5,201**	**98.56%**	**20,872**
	Other	**76**	**1.44%**	**214**
	Total	**5,277**	**100.00%**	**21,086**

Top Browsers – Help Card

? **Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

−−
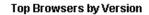
♀ Browser data can help you determine how to configure your site for optimal viewing.
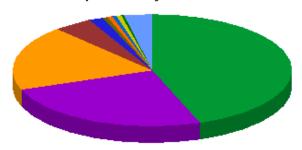
Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.

Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	7.0	**1,283**	**24.31%**	5,129
		6.0	**1,019**	**19.31%**	4,040
		5.0	**24**	**0.45%**	48
		Version Unknown	**6**	**0.11%**	7
		5.5	**5**	**0.09%**	5
		5.01	**4**	**0.08%**	203
		5.14	**3**	**0.06%**	5
		mutant	**1**	**0.02%**	1
		7.0b	**1**	**0.02%**	1
		3.02	**1**	**0.02%**	1
		7.0.6000.16681	**1**	**0.02%**	3
		Other	**0**	**0.00%**	**0**
2.	msnbot/1.1 (http://search.msn.com/msnbot.htm)	Version Unknown	**1,316**	**24.94%**	2,091
		Other	**0**	**0.00%**	**0**
3.	Mozilla	20080702	**276**	**5.23%**	1,171
		20080721	**248**	**4.70%**	508
		2008070208	**158**	**2.99%**	731
		Version Unknown	**105**	**1.99%**	392
		20071025	**29**	**0.55%**	142
		20060508	**24**	**0.45%**	50
		20080404	**15**	**0.28%**	44
		20070725	**13**	**0.25%**	39
		2008070206	**13**	**0.25%**	53
		20071127	**11**	**0.21%**	76

20080201	**10**	**0.19%**	39
2008052906	**9**	**0.17%**	43
20071008	**9**	**0.17%**	31
	5	**0.09%**	12
20070508	**4**	**0.08%**	21
20070309	**4**	**0.08%**	17
20080623	**4**	**0.08%**	15
20061010	**3**	**0.06%**	7
20050319	**3**	**0.06%**	3
20061206	**3**	**0.06%**	3
20060909	**2**	**0.04%**	2
2008072820	**2**	**0.04%**	5
20060728	**2**	**0.04%**	10
20061204	**2**	**0.04%**	7
20041107	**2**	**0.04%**	9
20050915	**2**	**0.04%**	6
20070914	**2**	**0.04%**	10
20080311	**1**	**0.02%**	5
20080620	**1**	**0.02%**	3
20080109	**1**	**0.02%**	4
20050511	**1**	**0.02%**	3
20061221	**1**	**0.02%**	4
20060602	**1**	**0.02%**	5
20051111	**1**	**0.02%**	1
2008061015	**1**	**0.02%**	1
20060308	**1**	**0.02%**	1
20050920	**1**	**0.02%**	1
20050302	**1**	**0.02%**	1
2008061004	**1**	**0.02%**	5
20011011	**1**	**0.02%**	1
20080219	**1**	**0.02%**	3
20080126	**1**	**0.02%**	5
2007121120	**1**	**0.02%**	3
2008032620	**1**	**0.02%**	4
2008041514	**1**	**0.02%**	4
2008071618	**1**	**0.02%**	5
20070219	**1**	**0.02%**	1
20070815	**1**	**0.02%**	1
20080418	**1**	**0.02%**	5
20040416	**1**	**0.02%**	1
2008072310	**1**	**0.02%**	5
20071206	**1**	**0.02%**	1

Top Browsers by Version

		20061201	**1**	**0.02%**	7
		Other	**0**	**0.00%**	**0**
4.	Other Netscape Compatible	Version Unknown	**236**	**4.47%**	1,315
		Other	**0**	**0.00%**	**0**
5.	msnbot−media/1.1 (http://search.msn.com/msnbot.htm)	Version Unknown	**82**	**1.55%**	120
		Other	**0**	**0.00%**	**0**
6.	NLESE USEPA	Version Unknown	**33**	**0.63%**	1,189
		Other	**0**	**0.00%**	**0**
7.	InfoMinder (V2.0 Win32)	Version Unknown	**29**	**0.55%**	58
		Other	**0**	**0.00%**	**0**
8.	Netscape	4.5	**13**	**0.25%**	17
		7.2	**5**	**0.09%**	26
		4.61	**4**	**0.08%**	4
		7.1	**1**	**0.02%**	3
		8.0.1	**1**	**0.02%**	1
		8.1.3	**1**	**0.02%**	1
		0.6	**1**	**0.02%**	1
		Other	**0**	**0.00%**	**0**
9.	Others	Version Unknown	**25**	**0.47%**	155
		Other	**0**	**0.00%**	**0**
10.	ColdFusion	Version Unknown	**18**	**0.34%**	20
		Other	**0**	**0.00%**	**0**
11.	Safari	YY/ADOBE	**6**	**0.11%**	6
		419.3	**4**	**0.08%**	16
		312.6	**3**	**0.06%**	11
		YY	**2**	**0.04%**	3
		312.3	**1**	**0.02%**	6
		413	**1**	**0.02%**	5
		Other	**0**	**0.00%**	**0**
12.	Jakarta Commons−HttpClient/3.0.1	Version Unknown	**16**	**0.30%**	1,004
		Other	**0**	**0.00%**	**0**
13.	Yandex/1.01.001 (compatible; Win16; I)	Version Unknown	**14**	**0.27%**	969
		Other	**0**	**0.00%**	**0**
14.	Wget/1.10.2 (Red Hat modified)	Version Unknown	**10**	**0.19%**	13
		Other	**0**	**0.00%**	**0**

15.	Opera	9.51	**3**	**0.06%**	12
		9.26	**2**	**0.04%**	5
		8.50	**1**	**0.02%**	1
		9.52	**1**	**0.02%**	4
		9.00	**1**	**0.02%**	1
		7.11	**1**	**0.02%**	1
		9.25	**1**	**0.02%**	1
		Other	**0**	**0.00%**	**0**
16.	WebVac (webmaster@pita.stanford.edu WebVac.org)	Version Unknown	**10**	**0.19%**	814
		Other	**0**	**0.00%**	**0**
17.	psbot/0.1 (http://www.picsearch.com/bot.html)	Version Unknown	**8**	**0.15%**	11
		Other	**0**	**0.00%**	**0**
18.	CCBot/1.0 (http://www.commoncrawl.org/bot.html)	Version Unknown	**6**	**0.11%**	7
		Other	**0**	**0.00%**	**0**
19.	NutchCVS/0.7.2 (Nutch; http://lucene.apache.org/nutch/bot.html; nutch−agent@lucene.apache.org)	Version Unknown	**6**	**0.11%**	7
		Other	**0**	**0.00%**	**0**
20.	Java/1.5.0_16	Version Unknown	**5**	**0.09%**	5
		Other	**0**	**0.00%**	**0**
	Subtotal		**5,201**	**98.56%**	**20,872**
	Other		**76**	**1.44%**	**214**
	Total		**5,277**	**100.00%**	**21,086**

<table>
<tr><td align="center">Top Browsers by Version – Help Card</td></tr>
</table>

? **Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
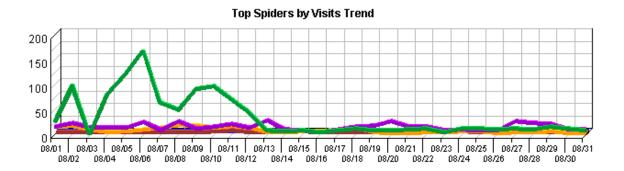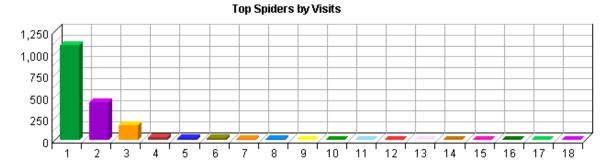
−−

This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.

Top Spiders by Visits Trend

Top Spiders by Visits

Top Spiders

	Spider	Visits	%	Hits
1.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	**1,090**	**60.12%**	3,257
2.	Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**438**	**24.16%**	6,991
3.	Gigabot	**171**	**9.43%**	198
4.	WebAlta Crawler	**28**	**1.54%**	423
5.	Googlebot	**25**	**1.38%**	35
6.	Yeti	**17**	**0.94%**	17
7.	MSR–ISRCCrawler	**14**	**0.77%**	52
8.	WebTrends	**9**	**0.50%**	1,197
9.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; maxamine.com–robot)	**5**	**0.28%**	8
10.	Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	**3**	**0.17%**	4
11.	DoCoMo	**3**	**0.17%**	3
12.	Mozilla/5.0 (Twiceler–0.9 http://www.cuil.com/twiceler/robot.html)	**2**	**0.11%**	2
13.	SD Crawler	**2**	**0.11%**	2

14.	DotBot	**2**	**0.11%**	166
15.	Mozilla/5.0 (Twiceler http://www.cuil.com/twiceler/robot.html)	**1**	**0.06%**	3
16.	uw_cse_xwci uw.crawler@gmail.com http:	**1**	**0.06%**	1
17.	Speedy Spider (http:	**1**	**0.06%**	1
18.	FAST Enterprise Crawler 6	**1**	**0.06%**	1
	Total	**1,813**	**100.00%**	**12,361**

Top Spiders – Help Card

? **Hits** – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
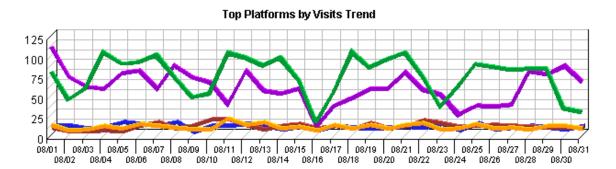
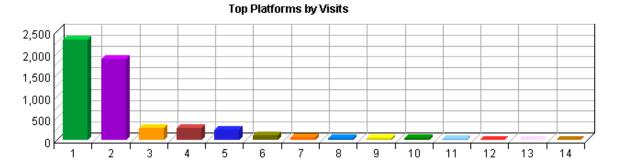**%** – Percentage of total spider visits or hits by the specified spider.

––
♀ This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Top Platforms by Visits Trend

Top Platforms by Visits

Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	2,317	43.91%	9,522
2.	Others	1,854	35.13%	6,963
3.	Windows 2000	281	5.32%	1,305
4.	Linux	271	5.14%	592
5.	Windows NT	228	4.32%	752
6.	Macintosh	114	2.16%	417
7.	Macintosh PowerPC	71	1.35%	272
8.	Windows 2003	39	0.74%	138
9.	Windows 98	39	0.74%	62
10.	Windows Win32s	33	0.63%	62
11.	Windows 3.x	14	0.27%	969
12.	Windows ME	9	0.17%	19
13.	SunOS	5	0.09%	7
14.	Windows 95	2	0.04%	6
	Total	**5,277**	**100.00%**	**21,086**

? **Hits** – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.

––

♀ This information is useful when determining what content to include on your web site.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400–range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User−defined category shown for the first campaign for a visitor. Examples include online banner ads, e−marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one– to three–digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Camapaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable–length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four–step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

"Success" codes:

      100 = Success: Continue
      101 = Success: Switching Protocols
      200 = Success: OK
      201 = Success: Created
      202 = Success: Accepted
      203 = Success: Non–Authoritative Information
      204 = Success: No Content
      205 = Success: Reset Content
      206 = Success: Partial Content
      300 = Success: Multiple Choices
      301 = Success: Moved Permanently
      302 = Success: Found
      303 = Success: See Other
      304 = Success: Not Modified
      305 = Success : Use Proxy
      307 = Success : Temporary Redirect

"Failed" codes:

      400 = Failed: Bad Request
      401 = Failed: Unauthorized
      402 = Failed: Payment Required
      403 = Failed: Forbidden

404 = Failed: Not Found
405 = Failed: Method Not Allowed
406 = Failed: Not Acceptable
407 = Failed: Proxy Authentication Required
408 = Failed: Request Time−out
409 = Failed: Conflict
410 = Failed: Gone
411 = Failed: Length Required
412 = Failed: Precondition Failed
413 = Failed: Request Entity Too Large
414 = Failed: Request−URI Too Large
415 = Failed: Unsupported Media Type
416 = Failed: Requested range not satisfiable
417 = Failed: Expectation Failed
500 = Failed: Internal Server Error
501 = Failed: Not Implemented
502 = Failed: Bad Gateway
503 = Failed: Service Unavailable
504 = Failed: Gateway Time−out
505 = Failed: HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top−Level Domain."
Time Interval	A one−year report displays monthly time increments. A one−quarter report displays weekly time increments. A one−month report or a one−week report displays daily time increments. A daily report displays hourly time increments. An hour−long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top−Level Domain	The suffix of a domain name. A top−level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top−level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top−level domains: **ARPANET**: .arpa **Commercial**: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz **Education**: .edu .edu.[country−code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn **International**: .int .int.co .int.ve .intl.tn **Government**: .gov .gov.[country code] .gove.[country code] .go.[country code] **Military**: .mil .mil.[country code] **Network**: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the */html/info/* directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.